Customer experience journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

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customer journey map

Team id: PNT2022TMID27765
Project: Gobal sales data analytics

Scenario

Gobal sales prediction

	Entice	Enter	Engage	Exit
	How does someone initially become aware of this process?	What do people experience as they begin the process?	In the core moments in the process, what happens?	What do people typically experience as the process finishes?
Steps — What does the person (or group) typically experience?	Login through the gmail; login through the facebook; login through the google / create account by entering mail and password,after verified by OTP, user will be logged in; app searches user's facebook id.if it exist,user will be logged in; app searches user's google account.if it exist,user will be logged in	Gmail; Facebook; Google / create account by entering mail and password,after verified by OTP, user will be logged in; app searches user's facebook id.if it exist,user will be logged in; app searches user's google account.if it exist,user will be logged in	User can enter their medical record and symptoms to keep update of their health condition; By data analytics, user gain a knowledge of their health reports	Rating; Suggestion and reviews; Feedback
Interactions — What interactions do they have at each step along the way? **People:** Who do they see or talk to? **Places:** Where are they? **Things:** What digital touchpoints or physical objects would they use?	Interaction gobal sales is one-to-one gobal sales tactic that involves adjusting and responding directly in real time to the customer's actions,preferences, Behaviour,demands or expectations	Home page; About account; data visualization & insights / Provide businesses,non profits and governmental organizations with low cost ways to deliver.; Contain user information about customer and other setting; Contain information results in a visualization form.	Examines sales report of the company; collect sales data; Get awareness of the market trends; Prediction and visualization; Find most profitable customer	Google rating via API; Suggestion box will pop out when exit
Goals & motivations — At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Help me to predict the sales; Help me to get clear knowledge of user information	To get track of their sales growth day and night	To get suggestion from expert doctor simply in home; Expand your market reach	Predictive analytics software can automate sales forecasting for predicting your future risk
Positive moments — What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	All your marketing data in one place; In home itself,user can easily see growth rate	Better Understand Your audience	Make your email content more engaging; Find out what makes people click; See how your emails stack up against the competiton; Monitor ROI with our Revenue report	user feel motivated when app provides adequate information
Negative moments — What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Privacy policy & terms and condition	App with lot of bugs; Poor network connection	Inaccurate information; Keep tabs on your marketing wherever you go; When the user realize deterioration by data analytics	Sales forecast can be as simple as just using the data
Areas of opportunity — How might we make each step better? What ideas do we have? What have others suggested?	Sales Forecast	Provide useful article and video instruction; User can view their previous predictions that have been compiled together for the easy usage of use	By gathering sales data; A Spreadsheet can help to collect data, sales related information; Sales data information; growth of sales; Regular sales data analysis provides an understanding of the products	Social sharing