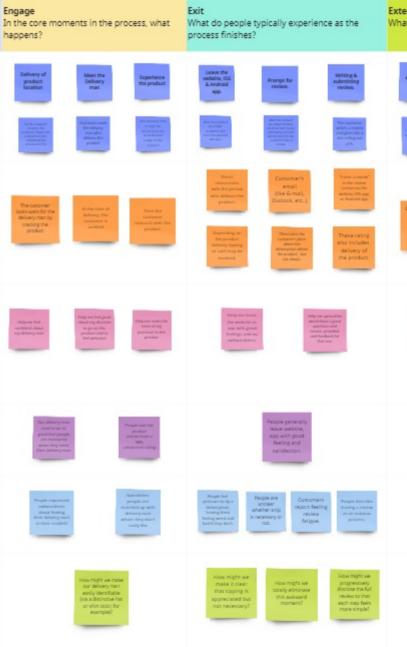
B

Customer Project Title: Global Sales Data Analytics

Journey Map

Browsing, ordering, Entice Enter purchasing and rating of a How does someone initially become aware of this What do people experience as they begin the product process? process? What does the person (or group) typically experience? 77 Interactions What interactions do they have at each step along the way? · Things: What digital touchpoints or physical objects would they use? . Places: Where are they? · People: Who do they see or talk to? this deliver or product purchased Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...") Positive moments about the product, quality, price, offers, ecc. What steps does a typical person find very easy enjoyable, productive, fun, motivating, delightful, or exciting? express a bit of fear of expressed What steps does a typical person find





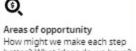


miro



How might we make each step better? What ideas do we have? What have others suggested?

frustrating, confusing, angering, costly, or









they browse



at this step

