

Project Design Phase-II

Customer journey Map

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| Date | 20 October 2022 |
| Team ID | PNT2022TMID51570 |
| Project Name | Data Analytics for DHL logistics facilities |
| Maximum Marks | 4 Marks |

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.

Source: product school

Product School

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Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, from start to end to each of the other rows.

| Scenario Tracking, location, delivery and rating | Enter What does someone already know about of this process? | Engage What do people experience as they begin the process? | Exit What do people typically experience as the process finishes? | Extend What happens after the experience is over? |
|---|---|---|---|---|
| Steps What steps does the person (or group) typically experience? <div> <div>Scenario</div> <div>Enter</div> <div>Engage</div> <div>Exit</div> <div>Extend</div> </div> | Enter What does someone already know about of this process? <div> <div>Scenario</div> <div>Enter</div> <div>Engage</div> <div>Exit</div> <div>Extend</div> </div> | Engage What do people experience as they begin the process? <div> <div>Scenario</div> <div>Enter</div> <div>Engage</div> <div>Exit</div> <div>Extend</div> </div> | Exit What do people typically experience as the process finishes? <div> <div>Scenario</div> <div>Enter</div> <div>Engage</div> <div>Exit</div> <div>Extend</div> </div> | Extend What happens after the experience is over? <div> <div>Scenario</div> <div>Enter</div> <div>Engage</div> <div>Exit</div> <div>Extend</div> </div> |
| 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? | Enter What does someone already know about of this process? <div> <div>Scenario</div> <div>Enter</div> <div>Engage</div> <div>Exit</div> <div>Extend</div> </div> | Engage What do people experience as they begin the process? <div> <div>Scenario</div> <div>Enter</div> <div>Engage</div> <div>Exit</div> <div>Extend</div> </div> | Exit What do people typically experience as the process finishes? <div> <div>Scenario</div> <div>Enter</div> <div>Engage</div> <div>Exit</div> <div>Extend</div> </div> | Extend What happens after the experience is over? <div> <div>Scenario</div> <div>Enter</div> <div>Engage</div> <div>Exit</div> <div>Extend</div> </div> |
| Goals & motivations At each step, what is a person's primary goal or motivation? (Help me... or "Help me avoid...") | Enter What does someone already know about of this process? <div> <div>Scenario</div> <div>Enter</div> <div>Engage</div> <div>Exit</div> <div>Extend</div> </div> | Engage What do people experience as they begin the process? <div> <div>Scenario</div> <div>Enter</div> <div>Engage</div> <div>Exit</div> <div>Extend</div> </div> | Exit What do people typically experience as the process finishes? <div> <div>Scenario</div> <div>Enter</div> <div>Engage</div> <div>Exit</div> <div>Extend</div> </div> | Extend What happens after the experience is over? <div> <div>Scenario</div> <div>Enter</div> <div>Engage</div> <div>Exit</div> <div>Extend</div> </div> |
| Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, surprising, or exciting? | Enter What does someone already know about of this process? <div> <div>Scenario</div> <div>Enter</div> <div>Engage</div> <div>Exit</div> <div>Extend</div> </div> | Engage What do people experience as they begin the process? <div> <div>Scenario</div> <div>Enter</div> <div>Engage</div> <div>Exit</div> <div>Extend</div> </div> | Exit What do people typically experience as the process finishes? <div> <div>Scenario</div> <div>Enter</div> <div>Engage</div> <div>Exit</div> <div>Extend</div> </div> | Extend What happens after the experience is over? <div> <div>Scenario</div> <div>Enter</div> <div>Engage</div> <div>Exit</div> <div>Extend</div> </div> |
| Negative moments What steps does a typical person find frustrating, confusing, annoying, tedious, or time-consuming? | Enter What does someone already know about of this process? <div> <div>Scenario</div> <div>Enter</div> <div>Engage</div> <div>Exit</div> <div>Extend</div> </div> | Engage What do people experience as they begin the process? <div> <div>Scenario</div> <div>Enter</div> <div>Engage</div> <div>Exit</div> <div>Extend</div> </div> | Exit What do people typically experience as the process finishes? <div> <div>Scenario</div> <div>Enter</div> <div>Engage</div> <div>Exit</div> <div>Extend</div> </div> | Extend What happens after the experience is over? <div> <div>Scenario</div> <div>Enter</div> <div>Engage</div> <div>Exit</div> <div>Extend</div> </div> |
| Areas of opportunity Where might we make our steps better? What ideas do we have? What have others suggested? | Enter What does someone already know about of this process? <div> <div>Scenario</div> <div>Enter</div> <div>Engage</div> <div>Exit</div> <div>Extend</div> </div> | Engage What do people experience as they begin the process? <div> <div>Scenario</div> <div>Enter</div> <div>Engage</div> <div>Exit</div> <div>Extend</div> </div> | Exit What do people typically experience as the process finishes? <div> <div>Scenario</div> <div>Enter</div> <div>Engage</div> <div>Exit</div> <div>Extend</div> </div> | Extend What happens after the experience is over? <div> <div>Scenario</div> <div>Enter</div> <div>Engage</div> <div>Exit</div> <div>Extend</div> </div> |