



Global Sales Data Analysis



initially become aware



What do people experience as they begin the process?



Engage

In the core moments in the process, what happens?



Exit

It helps with decision making,
understanding your
customers better and
improving future performance
within your organisation.

What do people typically experience as the process finishes?



Extend

What happens after the experience is over?

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What does the person (or group) typically experience?



Steps

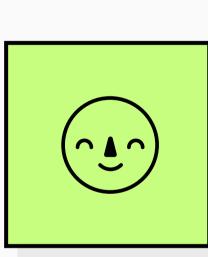
What interactions do they have at each step along the way?

- People: What hay see or talk to?
- Places: Whe
- Things: What alguar touchpoints or physical objects would they use?



Goals & motivations

At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")



Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?



Negative moments

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?



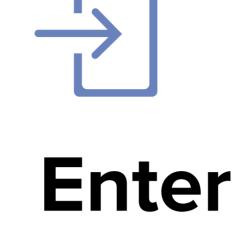
Areas of opportunity

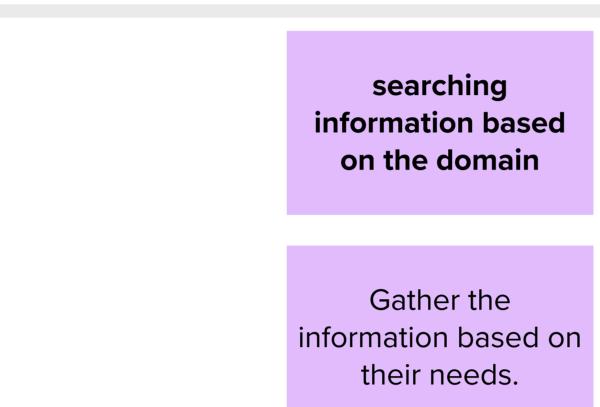
How might we make each step better? What ideas do we have? What have others suggested?



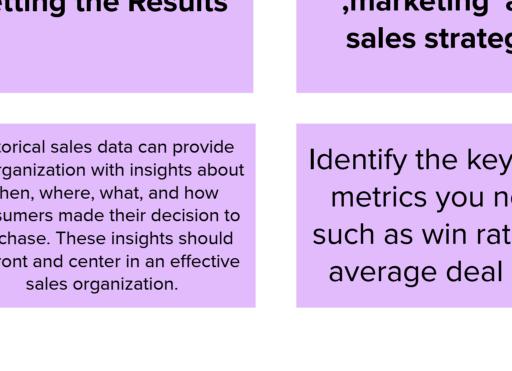


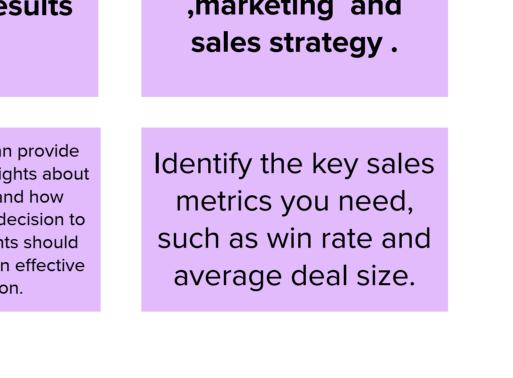
How does someone of this process?

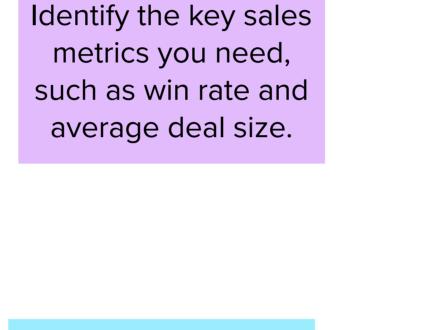


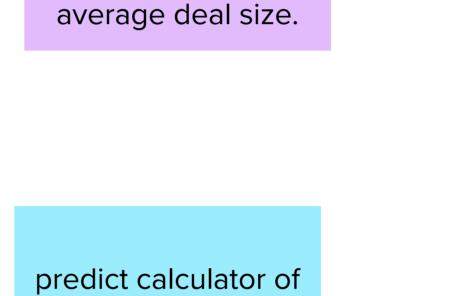


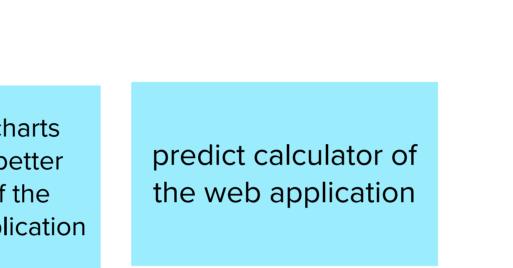


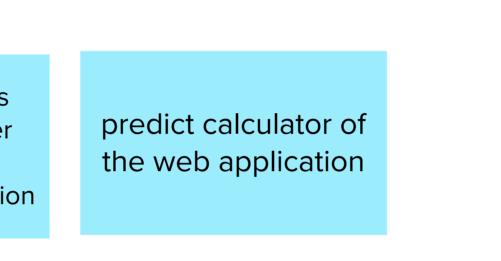


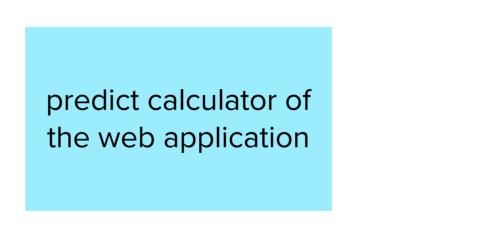


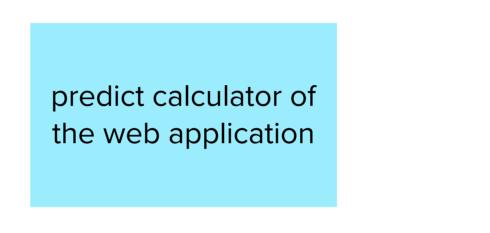














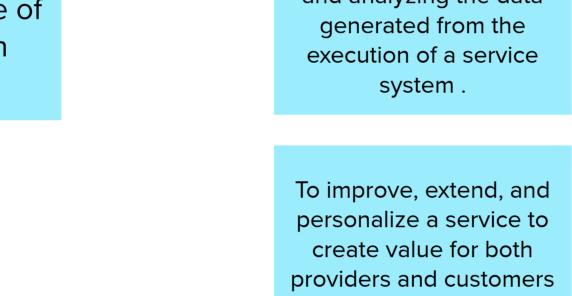


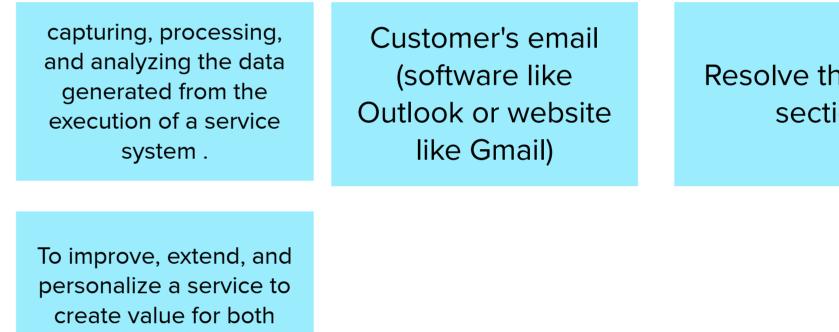
knowledge about the particular products a company offers, especially compared to those offered by it's competitors

By finding out what customers want and adjusting your product accordingly, you gain a competitive edge in the marketplace

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Fina a measure of the quantity of a product consumed by a user in a given period



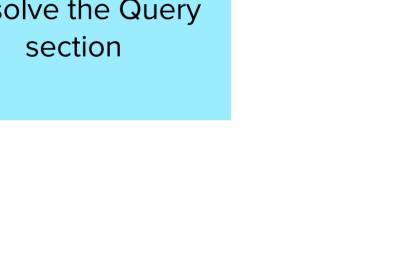


Product roadmap
problems.

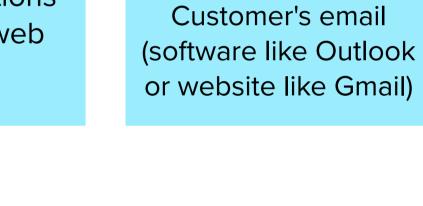
Workflow management.

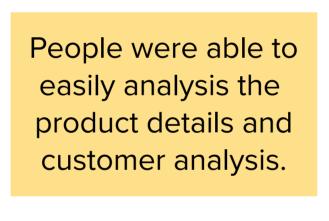
Product engineering issues.

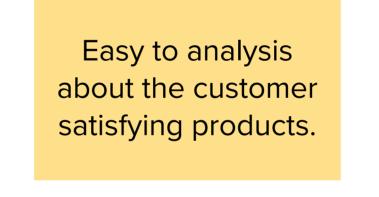
Resolve issues related to computers, phones, tablets, modems, internet, networks, software, and the like.

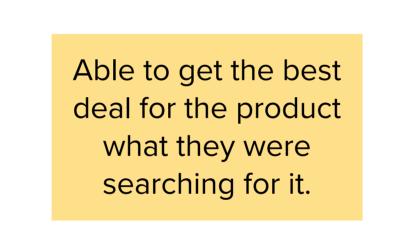












After seeing a product that interests them, the customer clicks or taps to view more. They see information about what and where the product will cover, plus it's price of day.

