

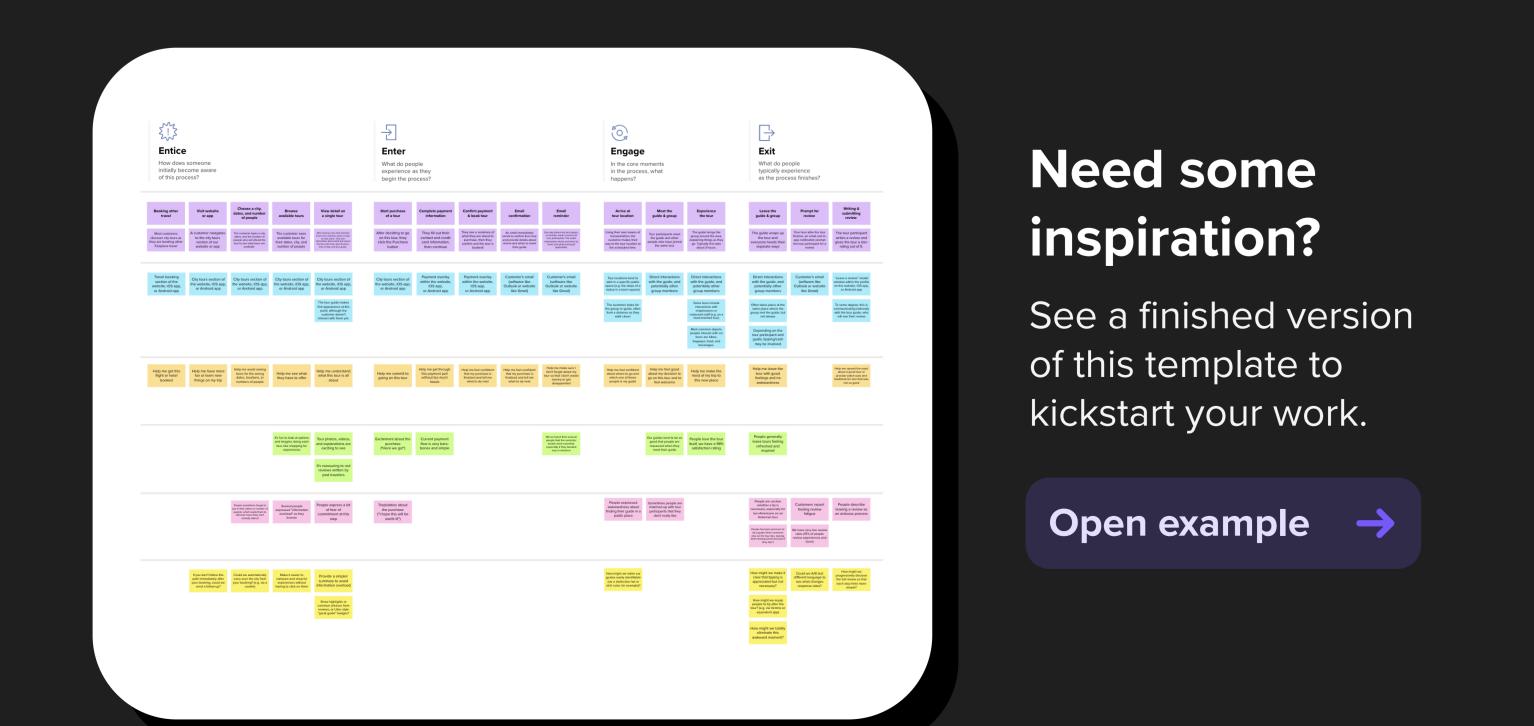
Journey Map

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.

Created in partnership with

Product School

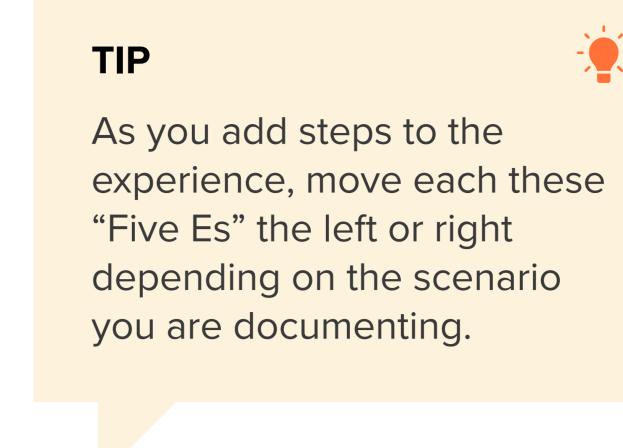
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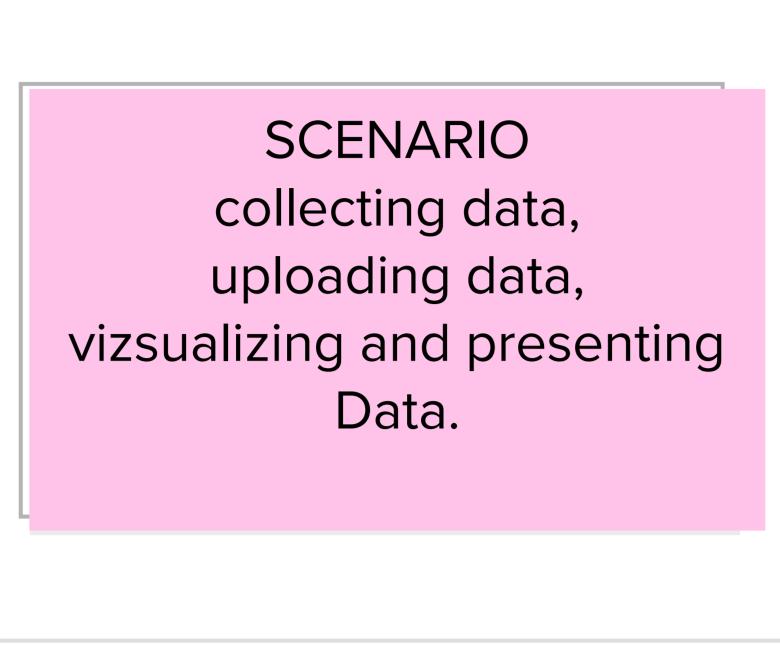


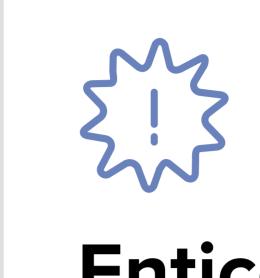


Document an existing experience

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, then add detail to each of the other rows.

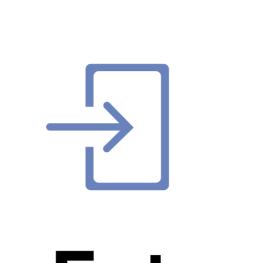






Entice

How does someone initially become aware of this process?



Enter What do people experience as they begin the process?



Engage

In the core moments in the process, what happens?

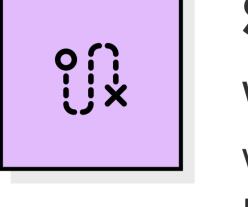


What do people typically experience as the process finishes?



Extend

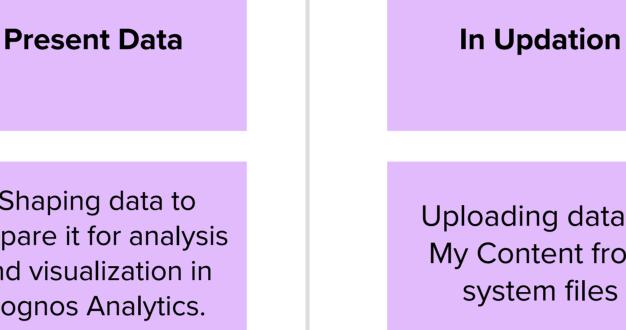
What happens after the experience is over?

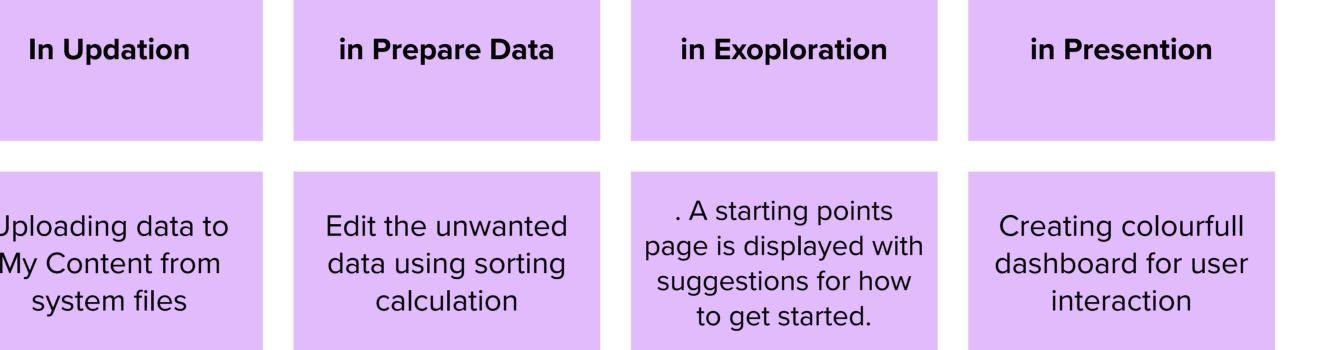


Steps

What Do A Developer Experience while Developing A Creative

Update Data	Prepare Data	Exoploration	Present Data
You need to update the workbook if changes have been made in IBM	Only prepared data is entered into analysis for key drivers, decision trees, and relationships	Explore is a flexible workspace where you can discover and analyze data.	Shaping data to prepare it for analysis and visualization in Cognos Analytics.







Data Cleaning

Data Collection

Interpreting The Results

move into management positions

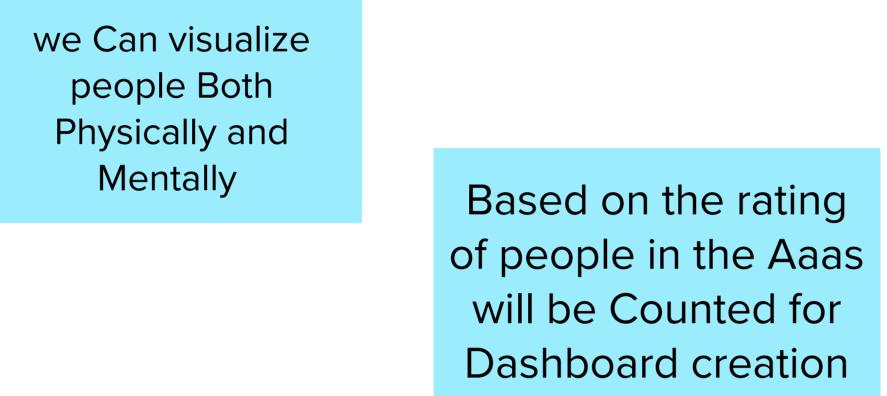
try to implement more on the same

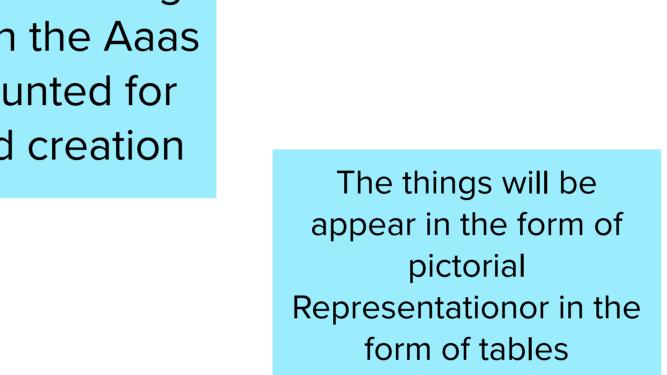


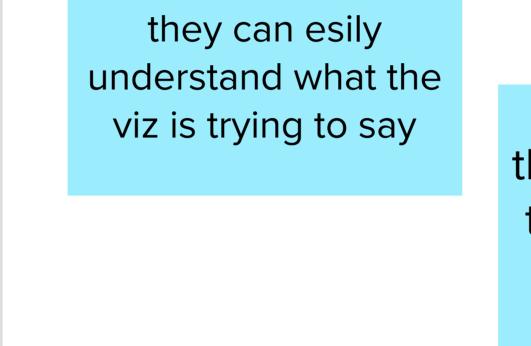
Interactions

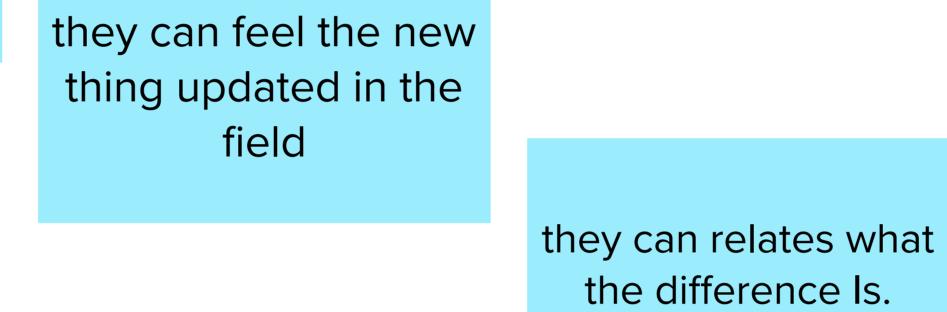
What interactions do they have at each step along the way?

- People: How can be person be judged?
- Places: How places are to be appeared?
- Things: How do thing differ in apperence









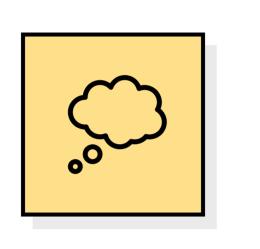
collecting data from one source or a variety of sources

the process of getting data from a source for further data processing

Extraction, Transformation, and Loading

interpreting the results from the data analysis.

Request for more development



Goals & motivations

At each step, what is a person's ("Help me..." or "Help me avoid...") Esay for the users to understand visualization.

Provide a comprehensive overview of solutions.

Do not make any errors in any Aspects Make everything Clear To The end take large volumes of complex data

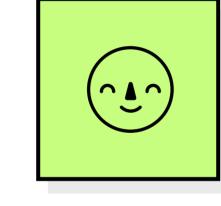
retrieving or

extract insights

help solve problems

publish in required organization

Try to mke other learn what you experienced



Positive moments

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

maintenance due to complete report coverage and a zerofootprint environment.

Sort values in bar charts by the numeric variable used in the visualization

There are some small features that are missing. It would be nice if the graphics

Lower costs—reduces

It is made in Such a way that A person who doesnt know Anything About will understand what the dashboard says

Limited options for Maps and Geographical reporting.

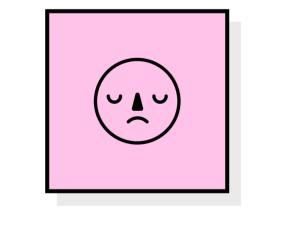
descriptive

diagnostic

predictive

prescriptive

celebrate the completion process Do what others dont know to do



Negative moments

What steps does a typical person find frustrating, confusing, angering,

were better.

The cost of data

analytics tools vary

based on applications

and features supported

It is very difficult to select the right data analytics tools

dont have a thought dont let you stop after that you know one victory everything

try to work wth more difficult datasets

search for new oppertunities

