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.

Created in partnership with

Product School

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.

SCENARIO

Retail Store Stock Inventory Analytics

Enter
What do people experience as they begin the process?

Engage
In the core moments in the process, what happens?

Exit
What do people typically experience as the process finishes?

	Enter	Engage	Exit
	Retailer's think about how efficient the analytics is? / The Retailer's at the beginning will have less knowledge about the process of operation	Independent / Confident / Chaos free	Retailer's feel satisfied after maintaining their stocks properly / Retailer's are free of thinking of overstocking and low availability of stock

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	Engage	Exit
Interactions	Will this result set satisfy our needs? / The Retailer's seek the review of the analysis by the profit they get on managing the day to day stocks	Stock can be managed / Overstocking identified / Low stocks can be updated / Proper Data sets / Retailers / Analytical charts and reports	Proper analytical tools / Retailers / Create awareness about this in social resources / Finally the analytical Reports And charts are ready

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

	Enter	Engage	Exit
Goals & motivations	Retailer's must know about the stock inventory is analysed and managed	The primary goal of the retailer is to handle the stock inventory / The motive is to analyse the inventory efficiently and effectively	The Motivation is to utilize the Result set or the reports to the maximum and get the best out of it.

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

	Enter	Engage	Exit
Positive moments	EXCITEMENT / Retailer's would feel excited about the analysis at the initial stage	HAPPY / Management of inventory helps in short term forecasting and the profit and loss can be determined	The greatest advantage of Analytical project is to help retailer's to manage their inventory

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

	Enter	Engage	Exit
Negative moments	CONFUSED / Retailer's would not have clear idea about the technology	FRUSTRATING / It is very complex to manage stocks in large retail shops	If the stock details are inserted properly in the database. The analysis can be done easily