

Project Design Phase-II

Customer journey Map

Date	15 October 2022
Team ID	PNT2022TMID16755
Project Name	Data Analytics for DHL logistics facilities
Maximum Marks	4 Marks

Product School

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

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 tracking, location, delivery and rating.	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?	Exit What do people typically experience as the process finishes?	Extend What happens after the experience is over?
Steps What does the person (or group) typically experience?	RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process?	RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process?	RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process?	RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process?	RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process?
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?	RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process?	RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process?	RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process?	RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process?	RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process?
Goals & motivations At each step, what is a person's primary goal or motivation? ("I want..." or "I need...")	RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process?	RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process?	RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process?	RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process?	RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process?
Positive moments What steps does a person find enjoyable, productive, fun, interesting, delightful, or exciting?	RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process?	RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process?	RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process?	RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process?	RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process?
Negative moments What steps does a person find frustrating, confusing, annoying, costly or time-consuming?	RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process?	RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process?	RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process?	RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process?	RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process?
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process?	RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process?	RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process?	RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process?	RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process? RESEARCH IT UP How does someone initially become aware of this process?