

## Project Design Phase-II

### Customer journey Map

Date	19 October 2022
Team ID	PNT2022TMID01786
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.

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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.

SCENARIO tasking, location, delivery and setting	Entice How does someone initially become aware of this process?	Enter What do people experience as they begin the process?	Engage In the main elements of the process, what happens?	Exit What do people typically experience as the process finishes?	Extend What happens after the experience is over?
<b>Steps</b> What does the person do (what typically happens)? <div> <div> <b>BEFORE THE PROCESS</b> <ul style="list-style-type: none"> <li>How does the person become aware of the process?</li> <li>How does the person decide to use the process?</li> <li>How does the person prepare for the process?</li> <li>How does the person enter the process?</li> </ul> </div> <div> <b>ENTERING THE PROCESS</b> <ul style="list-style-type: none"> <li>How does the person enter the process?</li> <li>How does the person experience the process?</li> <li>How does the person interact with the process?</li> <li>How does the person exit the process?</li> </ul> </div> </div>	<b>BEFORE THE PROCESS</b> <ul style="list-style-type: none"> <li>How does the person become aware of the process?</li> <li>How does the person decide to use the process?</li> <li>How does the person prepare for the process?</li> <li>How does the person enter the process?</li> </ul>	<b>ENTERING THE PROCESS</b> <ul style="list-style-type: none"> <li>How does the person enter the process?</li> <li>How does the person experience the process?</li> <li>How does the person interact with the process?</li> <li>How does the person exit the process?</li> </ul>	<b>ENTERING THE PROCESS</b> <ul style="list-style-type: none"> <li>How does the person enter the process?</li> <li>How does the person experience the process?</li> <li>How does the person interact with the process?</li> <li>How does the person exit the process?</li> </ul>	<b>ENTERING THE PROCESS</b> <ul style="list-style-type: none"> <li>How does the person enter the process?</li> <li>How does the person experience the process?</li> <li>How does the person interact with the process?</li> <li>How does the person exit the process?</li> </ul>	<b>ENTERING THE PROCESS</b> <ul style="list-style-type: none"> <li>How does the person enter the process?</li> <li>How does the person experience the process?</li> <li>How does the person interact with the process?</li> <li>How does the person exit the process?</li> </ul>
<b>Interactions</b> 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?	How does the person interact with the process? How does the person interact with the process? How does the person interact with the process? How does the person interact with the process?	How does the person interact with the process? How does the person interact with the process? How does the person interact with the process? How does the person interact with the process?	How does the person interact with the process? How does the person interact with the process? How does the person interact with the process? How does the person interact with the process?	How does the person interact with the process? How does the person interact with the process? How does the person interact with the process? How does the person interact with the process?	How does the person interact with the process? How does the person interact with the process? How does the person interact with the process? How does the person interact with the process?
<b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("Help me..." or "Help the world...")	How does the person interact with the process? How does the person interact with the process? How does the person interact with the process? How does the person interact with the process?	How does the person interact with the process? How does the person interact with the process? How does the person interact with the process? How does the person interact with the process?	How does the person interact with the process? How does the person interact with the process? How does the person interact with the process? How does the person interact with the process?	How does the person interact with the process? How does the person interact with the process? How does the person interact with the process? How does the person interact with the process?	How does the person interact with the process? How does the person interact with the process? How does the person interact with the process? How does the person interact with the process?
<b>Positive moments</b> What does this a typical person find enjoyable, surprising, fun, motivating, delightful, or exciting?	How does the person interact with the process? How does the person interact with the process? How does the person interact with the process? How does the person interact with the process?	How does the person interact with the process? How does the person interact with the process? How does the person interact with the process? How does the person interact with the process?	How does the person interact with the process? How does the person interact with the process? How does the person interact with the process? How does the person interact with the process?	How does the person interact with the process? How does the person interact with the process? How does the person interact with the process? How does the person interact with the process?	How does the person interact with the process? How does the person interact with the process? How does the person interact with the process? How does the person interact with the process?
<b>Negative moments</b> What does this a typical person find frustrating, confusing, annoying, costly, or time-consuming?	How does the person interact with the process? How does the person interact with the process? How does the person interact with the process? How does the person interact with the process?	How does the person interact with the process? How does the person interact with the process? How does the person interact with the process? How does the person interact with the process?	How does the person interact with the process? How does the person interact with the process? How does the person interact with the process? How does the person interact with the process?	How does the person interact with the process? How does the person interact with the process? How does the person interact with the process? How does the person interact with the process?	How does the person interact with the process? How does the person interact with the process? How does the person interact with the process? How does the person interact with the process?
<b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?	How does the person interact with the process? How does the person interact with the process? How does the person interact with the process? How does the person interact with the process?	How does the person interact with the process? How does the person interact with the process? How does the person interact with the process? How does the person interact with the process?	How does the person interact with the process? How does the person interact with the process? How does the person interact with the process? How does the person interact with the process?	How does the person interact with the process? How does the person interact with the process? How does the person interact with the process? How does the person interact with the process?	How does the person interact with the process? How does the person interact with the process? How does the person interact with the process? How does the person interact with the process?