

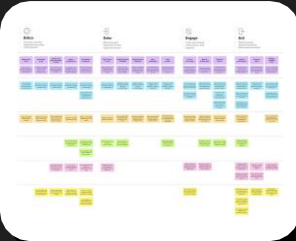


Customer experience journey map

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**

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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.












Team Id - PNT2022TMD18585

TIP

As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting.

SCENARIO

GLOBAL SALES DATA ANALYTICS

	Entice	Enter	Engage	Exit	Extend
	<div>Entice How does someone initially become aware of this process?</div>	<div>Enter What do people experience as they begin the process?</div>	<div>Engage In the core moments in the process, what happens?</div>	<div>Exit What do people typically experience as the process finishes?</div>	<div>Extend What happens after the experience is over?</div>
<div>Steps What does the person (or group) typically experience?</div>	<div><div>Trends Search</div><div>customer can search which in trends</div></div> <div><div>Easy Analysis</div><div>customer easily analysis what products they want</div></div> <div><div>collect the data</div></div>	<div><div>Upload the data to IBM</div></div> <div><div>Visualize data according to needs</div><div>Data visualize trough charts</div></div>	<div><div>Analysis of sales data set</div><div>Analyzing of order priority</div></div> <div><div>The user will find the way and maintain overall sales data</div></div>	<div><div>Way of presenting the information to analysts</div><div>finally they are get an clear output and purchase product idea</div></div> <div><div>Final result and visualization</div></div>	<div><div>Checking whether the customer requirements are met or not</div><div>Discounts are given to improve sales</div></div> <div><div>Personalized offers given</div></div>
<div>Interactions What interactions do they have at each step along the way?<ul style="list-style-type: none">People: Who do they see or talk to?Places: Where are they?Things: What digital touchpoints or physical objects would they use?</div>	<div><div>Find business trends</div><div>Make informed decisions</div></div> <div><div>which products customer likes most.</div></div>	<div><div>The user will upload the dataset into the application</div><div>Find other type of charts for analyzing sales and profit</div></div> <div><div>Our sales data information through the internet</div></div>	<div><div>Identify the most sales and profit</div><div>Identify their sales and category.</div></div> <div><div>summarizing the sales and profit by country</div></div>	<div><div>Getting final output of the data visualization</div><div>Choose the way to represent the information clearly to the analyst</div></div>	<div><div>Based on sales in low areas, sales are analyzed</div><div>To give more marketing for more sales product</div></div> <div><div>Collect customer feedback for further sales.</div></div>
<div>Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div><div>To increase the overall sales</div><div>Lot of competition in the sales market.Take the competitors are motivators</div></div>	<div><div>It is helpful for know their profit from coulustomer</div><div>To product from unauhorized user</div></div>	<div><div>To find the highest order and order priority</div><div>Sales vs profit</div><div>Analyzed sales and profit by maps</div></div>	<div><div>Finally we get clear data visualization</div><div>created interactive dashboard</div></div>	<div><div>Help to get customer purchase quantity from different regions</div><div>It is helps to know customer needs.</div></div>
<div>Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div><div>It is helps to select which product is best.</div><div>It helps to improve their company sales.</div></div>	<div><div>Clear picture of sales overview</div><div>Decision making is easier</div></div>	<div><div>Gain good market status</div><div>Get to know rhe product sale</div></div>	<div><div>Customer sales improve the sales product growth</div><div>Customer save their money through analysis their product worth</div></div>	<div><div>Increase revenue.</div><div>Increase customers.</div></div>
<div>Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div><div>Stress over the sales</div><div>They confused about choosing which one is best.</div></div>	<div><div>Worried about result analysis</div><div>laging of analysis more number of sales data</div></div>	<div><div>Lot of customer chum</div><div>sales loss gives dissatisfaction to customer</div></div>	<div><div>They are not getting useful profit.</div><div>Because of an analysis and their prediction.</div></div>	<div><div>Products are dissatisfaction from customer</div></div>
<div>Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?</div>	<div><div>Clear picture of sales overview</div><div>Make some profit</div></div>	<div><div>Implement a system to help you collect feedback</div></div>	<div><div>Know the reason of loss and rectifying it</div></div>	<div><div>Present company Pros and Cons clearly</div></div>	<div><div>Quantity of products are improved</div><div>Quality of products are improved.</div></div>

