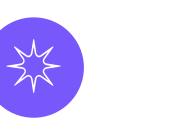


experience journey map

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.

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 Processing, Product Analysis and Customer Analysis in Online Shopping	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?	Visit Website or App Browse available product Most customer discover different product as they purchase other products View details of each product	Start purchase of product Understanding the market situations Complete payment information Optimizing price Structure	Delivery of product location Meet the delivery man Experience the product	After the product purchase the customer exist from the website or app Writing and Submitting review Gives the Star Rating out of 5	Product appears in user profile Personalized product recommentations Product appears in user profile
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?	Which item do they prefer the most Post a notice and a poster in social media To help distributers expand their market	What are the benefits To study dataset	The customer waiting for the delivery man by tracking the product Then the customer interacts with the product Then the customer interacts with the product	Direct interact with the person who delivers the product Leave a review in the review section Direct interact with the person who disualization final visualization final result	Sales are examined based on sales Make offers based on client performance Assembles client comment to inform future national sales
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Focus on key sale activity instead of result Set a destination not a path	Get Creative Build Trust	By orders,anticipated sales Market analysis is done on sales and profit	Celebrate result Ask for more referrals	Help me to see ways in enhance my purchase Ads in understanding clients demands
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Foster Friendly Competition	Build Trust and Communication Overview of sales in crystal clear format	Effectively collaborate and share knowledge Improve your market standing	Confident from results Simple to visualize and information about the data	Number of customers increases finally
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Financial losses	Lots of Customer turnover Depression and self-related stress	Understand why loss occur People are unclear whether product is necessary or not	Rectify reasons or loss your deal on the products	Customer declining a product requirement
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Earn some money Increase Productivity	Technical advances Prediction of future analysis	Development of global sales Visualization is made easier	Easy deliverable Affordable Cost	Spread of Product and innovation

