# 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.

Document an existing experience

Customer Journey in Inventory Management System for Retail	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?	Account Creation — Providing credentials including username, email and password	Browsing products — Going through products according to interests, availability and enough stock in a nearby location	Start purchase of a product in bulk — The user selects a product for purchase by looking at what they need and also according to availability and proximity of the hub	Enter payment information (for payments in advance) — The user enters their payment information for proceeding ahead with the purchase of the required products	Confirm payment and product to be purchased — The user sees a brief description of the product they are about to purchase and also their payment details	Email confirmation for beginning transaction — The user receives an email confirming the start of the transaction and purchase of the chosen products	Tracking movement of goods from the hub to the user's location — The user can locate where the products purchased are currently located in transit to their location	Communication with the supplier and mover regarding the transport of goods — The user can stay in constant touch with the supplier and the mover regarding the transit of the goods from the hub to the user location	Checking product quality and authenticity — The user can check for product quality when it arrives, and also if they received the right product	Closing off the transaction by making final purchase of the products — The user enters payment information for completing the bulk purchase of the desired product	Storing of products in user's location — The user gets assistance in the storage of the purchased products	Confirmation email — The user gets a confirmation email regarding the arrival and authenticity of the purchased products	Feedback provisioning — The user can give feedback as to the effectiveness of the services provided by the inventory management system team	Appearance of products purchased in product purchase history — The user can view the products purchased previously along with product description	Personalized recommendation of products — The user receives recommendations for similar products based on products previously purchased
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 touch-points or physical objects would they use?	Registration page of the website or application	Products section of the website or application	Payments subsection under a particular product	Payments subsection under a particular product	Payments subsection under a particular product	Customer email	Map section under ongoing transactions / Locations involve all major landmarks between the supplier location and the user location	Direct communication between user and supplier/mover / Interaction with chat/call facility within website or application	Direct communication between user and supplier/mover / Interaction with products to be purchased	Direct communication between user and supplier/mover / Payments subsection under a particular product / Interaction with money or cheques	Direct communication between user and supplier/mover / User warehouse or storage area	Customer email	Direct communication between user and supplier/mover / Interaction with feedback forms or mail	Product purchase history section in website or application	Recommendations appear in website, application and email
Goals & motivations — At each step, what is a person's primary goal or motivation? ("Help me…" or "Help me avoid…")	Help me maintain my privacy and data security	Help me navigate products and find my desired product	Help me commit to the purchase of a product	Help me to make the payment without difficulty	Help me feel confident that my purchase has been finalized and what should be done next	Help me feel confident that my purchase has been finalized and what should be done next	Help me to track the arrival of my products to give me an idea of waiting time	Help me to talk with the supplier and mover to understand progress of the purchase	Help me verify the high quality of the product and if the product is indeed what I had purchased	Help me to make the payment without difficulty	Help me to store the purchased products in the storage area	Help me to feel happy and confident that the purchase of my desired products has been completed	Help me to improve your services	Help me to view what I had purchased before	Help me to easily identify what I would like to purchase the next time
Positive moments — What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	It is exciting to begin my journey with the system	I feel eager to look through the products and search for my desired product	I feel happy taking the first step towards purchasing my desired product		I get reassured seeing that the product and the amount I am paying are exactly what I had selected/typed	I feel reassured seeing that my purchase has been confirmed	I feel excited seeing that my purchased products are arriving to my location	I get reassured talking with the supplier/mover about the transit of my purchased products	I get reassured and satisfied that the products I purchased are of high quality		Seeing the products in my location makes me happy	Seeing the confirmation email indicating the closure of the transaction makes me feel happy that the process is completed	Sending feedback helps me to improve their services, which in turn improves my own purchase experience next time and those of others		
Negative moments — What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?		Sometimes, the vast extent of available products may leave people confused	People may develop anxiety on whether the product they are purchasing is worth it	People may feel unsure about entering bank information the first time they use the service	Sometimes, people may express fear of beginning commitment for a purchase		People may develop anxiety as to whether their products are arriving safely		People may be unsure of the extent of product authenticity and quality, and also the methods used to prove the same						
Areas of opportunity — How might we make each step better? What ideas do we have? What have others suggested?	Could we provide sufficient filter options to find your product easily? / Could we display only the most relevant products that you might purchase to avoid information overload?						How can we make the mover mark easily identifiable among several other markers (on the map) such as highlighting with a bright colour?	How can we improve the communication service?	What method of product quality and authenticity checking would the user desire?		How might we store user's products properly according to their satisfaction?		How can we get as much feedback as possible while maintaining amicable relations with the client?		How can we improve the recommendations for the clients?