

Customer experience journey map

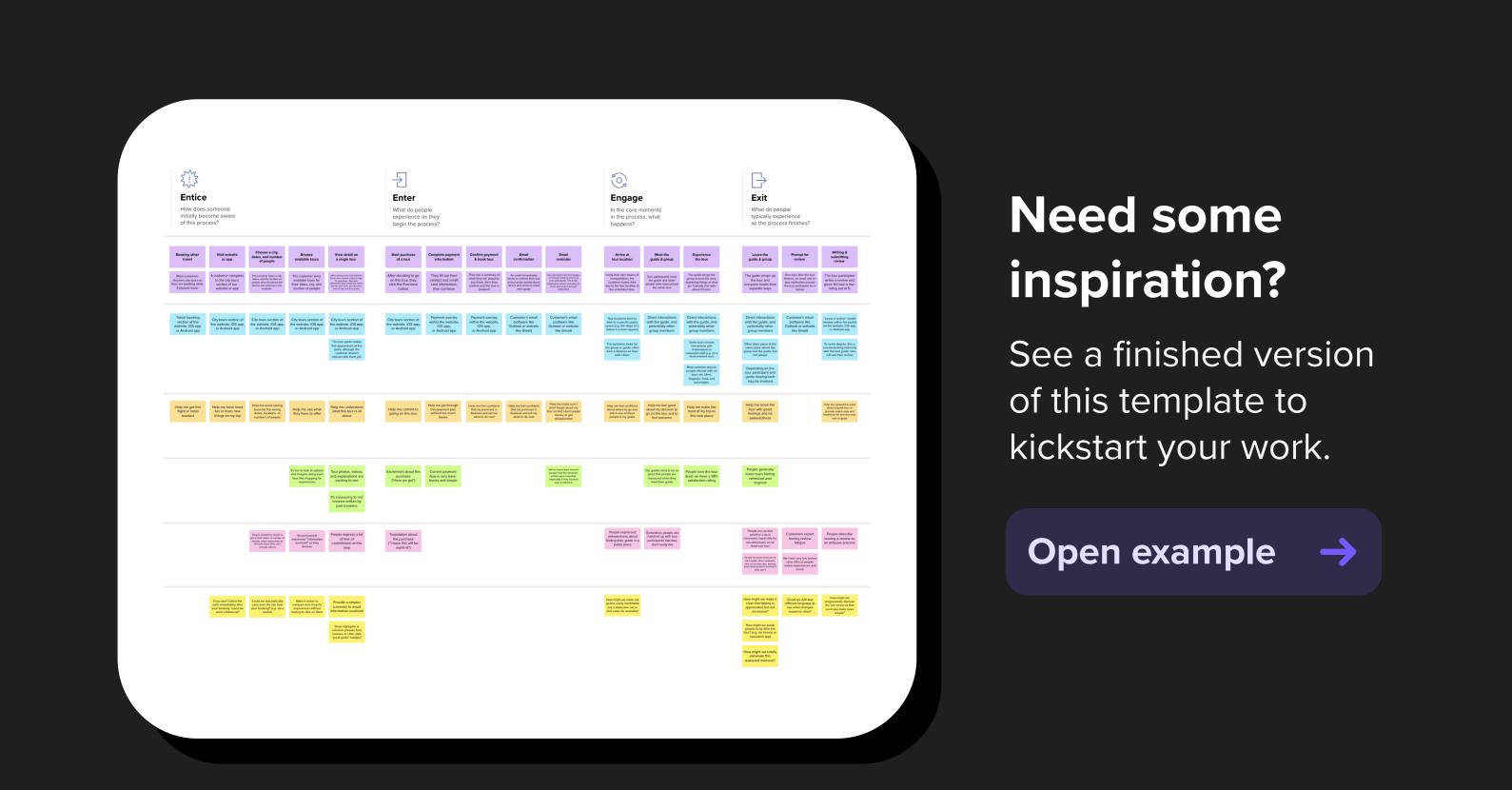
Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish.

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 wit

Product School

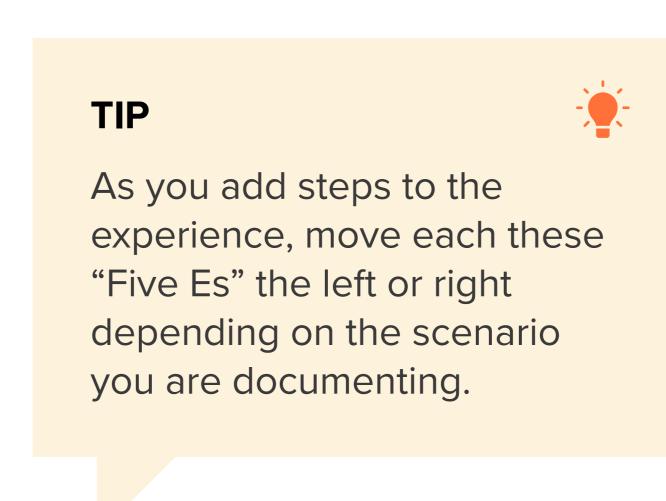
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Document an existing experience

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.



Browsing, booking, attending, and rating a local city tour	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?	More incentives attract more customers. Posting advertisements on Marketing platforms To provide gift cards and offers Utilizing Social media groups for marketing	According to the needs, visualize data Increasing readability of data for better understanding Implement charts by using and improving data Cleaning data and uploading to IBM	The user needs a method for monitoring and maintaining overall sales data. Analyse order of priority Monitor and analyse methods	Visualization of final results Method of presenting the data to analysts Sales and profits for the nation and the client	Sales and profits for the nation and the client Sales and profits for the nation and the client Sales and profits for the nation and the client the client
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 outside the store. To help distributors expand their market	Finding other types of charts for analyzing profits Examination of sales and profit is done Sales and profit are summarized To study the data set	Determine the market, category, and other factors with the most sales Determine the market, category, and other factors with the most sales	Obtaining the data visualization's final result Determine the best manner to communicate the facts to the analyst. Find the country's sales to increase revenue and attract customers.	The weighted orders are classified as principal orders bassed on number and amount. Sales are examined based on sales in underserved regions Assemble client client comments to inform future national sales Make offers bassed on on client performance
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	In order to boost overall sales The sales market is highly competitive. Consider competitors as inspiration	Strengthens data by pre-processing ldentify profit from customers Solves visualization problem	Sales and profits are broken down into categories and subcategories. Market analysis is done on sales and profits. By orders, anticipated sales	A way of Creation of interacting is dashboards are fabricated done	Find order information and the date of shipment various places Aids in obtaining consumer buy understanding client demands
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	To remain competitive on the world market Analyze data	Overview of sales in crystal clear format To give the most stock goods possible	Improve your market standing Confidence from results	simple to visualize information about the data Customer sales spur state expansion.	Number of customers increase
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Financial loss during the last two quarters Depression and sale-related stress	Financial loss during the last two quarters Depression and sale-related stress	Lots of consumer turnover loss occured	Understand why loss occured	Customer declining the product's requirements
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Earn some money Overview of sales in crystal clear format	Create a system to assist you get feedback. Understand reason behind loss and rectify it	Create a system to aid in your analysis of it. Rectify reasons of loss if occured	Rectify reasons of loss if occured	Grab clients and hold them until their needs are met. Product availability and quality are both increased.

