



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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RETAIL STORE STOCK INVENTORY ANALYTICS

Team id: PNT2022TMD15864

111719104155

111719104147

111719104157

111719104141

Scenario
Building a software for retail store for managing and analyzing the data



Enter
What are the initial steps in the process?



Engage
What are the initial steps in the process?



Exit
What are the initial steps in the process?



Extend
What are the initial steps in the process?

Steps
What are the initial steps in the process?

Interactions
What are the initial steps in the process?

Goals & motivations
What are the initial steps in the process?

Positive moments
What are the initial steps in the process?

Negative moments
What are the initial steps in the process?

Areas of opportunity
What are the initial steps in the process?

