

Customer journey Map

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Team ID	PNT2022TMID02552
Project Name	Data Analytics for DHL logistics facilities
Maximum Marks	4 Marks

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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SCENARIO tracking, location, delivery and rating	Entice How does someone start to become aware of this process?	Enter What do people experience as they begin the process?	Engage In the core moments of the process, what happens?	Exit What happens after the typically primary experience in the process finished?	Extend What happens after the experience is over?
Steps What steps does the person (or group) typically experience?	PROSPECTING How does the prospect become aware of the process? How does the prospect become aware of the process? How does the prospect become aware of the process? How does the prospect become aware of the process?	ENTERING How does the person enter the process? How does the person enter the process? How does the person enter the process? How does the person enter the process?	ENGAGING How does the person engage with the process? How does the person engage with the process? How does the person engage with the process? How does the person engage with the process?	EXITING How does the person exit the process? How does the person exit the process? How does the person exit the process? How does the person exit the process?	EXTENDING How does the person extend the process? How does the person extend the process? How does the person extend the process? How does the person extend the process?
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? 	People who they see or talk to Places where they are Things they use	People who they see or talk to Places where they are Things they use	People who they see or talk to Places where they are Things they use	People who they see or talk to Places where they are Things they use	People who they see or talk to Places where they are Things they use
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Help me... Help me avoid... Help me... Help me avoid...	Help me... Help me avoid... Help me... Help me avoid...	Help me... Help me avoid... Help me... Help me avoid...	Help me... Help me avoid... Help me... Help me avoid...	Help me... Help me avoid... Help me... Help me avoid...
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or worthy?	Enjoyable, productive, fun, motivating, delightful, or worthy	Enjoyable, productive, fun, motivating, delightful, or worthy	Enjoyable, productive, fun, motivating, delightful, or worthy	Enjoyable, productive, fun, motivating, delightful, or worthy	Enjoyable, productive, fun, motivating, delightful, or worthy
Negative moments What steps does a typical person find frustrating, confusing, annoying, costly, or time consuming?	Frustrating, confusing, annoying, costly, or time consuming	Frustrating, confusing, annoying, costly, or time consuming	Frustrating, confusing, annoying, costly, or time consuming	Frustrating, confusing, annoying, costly, or time consuming	Frustrating, confusing, annoying, costly, or time consuming
Areas of opportunity How might we make each step better? What ideas do we hear? What have others suggested?	How might we make each step better? What ideas do we hear? What have others suggested?	How might we make each step better? What ideas do we hear? What have others suggested?	How might we make each step better? What ideas do we hear? What have others suggested?	How might we make each step better? What ideas do we hear? What have others suggested?	How might we make each step better? What ideas do we hear? What have others suggested?

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