

Project Design Phase-II
Customer Journey Map

Date	30 October 2022
Team ID	PNT2022TMID21132
Project Name	Retail Store Stock Inventory Analytics
Maximum Marks	2 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.

Created in partnership with



Share template feedback



Need some inspiration? View other examples of this template in action.

View examples

1

Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Stages** row, document the story as you see someone typically experience it, then add detail to each of the other rows.

	 Enter <small>How does someone initially become aware of the product?</small>	 Enter <small>What do people experience as they begin the process?</small>	 Engage <small>In the core moments of the process, what happens?</small>	 Exit <small>What do people typically experience at the process' end?</small>	 Extend <small>What happens after the experience is over?</small>
 Stages <small>What does the person or group typically experience?</small>	 	 	 	 	
 Interactions <small>What interactions do they have at each step along the way?</small> <ul style="list-style-type: none"> People: Who do they see or talk to? Places: Where are they? Things: What objects, tools, or physical objects would they use? 	 	 	 	 	
 Goals & motivations <small>What's why, what is a person's primary goal or motivation? (Think: "I'm trying to work.")</small>	 	 	 	 	
 Positive moments <small>What steps show a typical person feeling positive, productive, fun, including delights or aces?</small>	 	 	 	 	
 Negative moments <small>What steps show a typical person feeling frustrated, confused, angry, or in pain?</small>	 	 	 	 	
 Areas of opportunity <small>How might we make each step better? What ideas do we have? What are others suggesting?</small>	 	 	 	 	

