

Project Design Phase-II

Customer journey Map

Date	19 October 2022
Team ID	PNT2022TMID39485
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.

Content is provided with

Product School

22 Show template feedback

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.

SCENARIO tracking, location, delivery and rating.	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? 1. User receives a notification from the app. 2. User opens the app and sees a map showing the location of the nearest DHL facility. 3. User taps on the facility and sees details about the facility, including the name, address, and hours of operation. 4. User taps on the "Track Package" button and enters the tracking number. 5. User sees the tracking status and estimated delivery time. 6. User receives a notification when the package is out for delivery. 7. User receives a notification when the package is delivered. 8. User rates the delivery experience.	Entice How does someone initially become aware of this process? 1. User sees a notification from the app. 2. User sees a notification from the app. 3. User sees a notification from the app. 4. User sees a notification from the app. 5. User sees a notification from the app. 6. User sees a notification from the app. 7. User sees a notification from the app. 8. User sees a notification from the app.	Enter What do people experience as they begin the process? 1. User enters the DHL facility. 2. User is greeted by a DHL employee. 3. User is directed to the tracking station. 4. User enters the tracking number. 5. User sees the tracking status and estimated delivery time. 6. User receives a notification when the package is out for delivery. 7. User receives a notification when the package is delivered. 8. User rates the delivery experience.	Engage In the core moments in the process, what happens? 1. User enters the DHL facility. 2. User is greeted by a DHL employee. 3. User is directed to the tracking station. 4. User enters the tracking number. 5. User sees the tracking status and estimated delivery time. 6. User receives a notification when the package is out for delivery. 7. User receives a notification when the package is delivered. 8. User rates the delivery experience.	Exit What do people typically experience as the process finishes? 1. User receives a notification when the package is delivered. 2. User receives a notification when the package is delivered. 3. User receives a notification when the package is delivered. 4. User receives a notification when the package is delivered. 5. User receives a notification when the package is delivered. 6. User receives a notification when the package is delivered. 7. User receives a notification when the package is delivered. 8. User receives a notification when the package is delivered.	Extend What happens after the experience is over? 1. User receives a notification when the package is delivered. 2. User receives a notification when the package is delivered. 3. User receives a notification when the package is delivered. 4. User receives a notification when the package is delivered. 5. User receives a notification when the package is delivered. 6. User receives a notification when the package is delivered. 7. User receives a notification when the package is delivered. 8. User receives a notification when the package is delivered.
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?	1. User sees a notification from the app. 2. User sees a notification from the app. 3. User sees a notification from the app. 4. User sees a notification from the app. 5. User sees a notification from the app. 6. User sees a notification from the app. 7. User sees a notification from the app. 8. User sees a notification from the app.	1. User enters the DHL facility. 2. User is greeted by a DHL employee. 3. User is directed to the tracking station. 4. User enters the tracking number. 5. User sees the tracking status and estimated delivery time. 6. User receives a notification when the package is out for delivery. 7. User receives a notification when the package is delivered. 8. User rates the delivery experience.	1. User enters the DHL facility. 2. User is greeted by a DHL employee. 3. User is directed to the tracking station. 4. User enters the tracking number. 5. User sees the tracking status and estimated delivery time. 6. User receives a notification when the package is out for delivery. 7. User receives a notification when the package is delivered. 8. User rates the delivery experience.	1. User receives a notification when the package is delivered. 2. User receives a notification when the package is delivered. 3. User receives a notification when the package is delivered. 4. User receives a notification when the package is delivered. 5. User receives a notification when the package is delivered. 6. User receives a notification when the package is delivered. 7. User receives a notification when the package is delivered. 8. User receives a notification when the package is delivered.	1. User receives a notification when the package is delivered. 2. User receives a notification when the package is delivered. 3. User receives a notification when the package is delivered. 4. User receives a notification when the package is delivered. 5. User receives a notification when the package is delivered. 6. User receives a notification when the package is delivered. 7. User receives a notification when the package is delivered. 8. User receives a notification when the package is delivered.
Goals & motivations At each step, what is a person's primary goal or motivation? ("I want to..." or "I need to...")	1. User wants to track the package. 2. User wants to track the package. 3. User wants to track the package. 4. User wants to track the package. 5. User wants to track the package. 6. User wants to track the package. 7. User wants to track the package. 8. User wants to track the package.	1. User wants to track the package. 2. User wants to track the package. 3. User wants to track the package. 4. User wants to track the package. 5. User wants to track the package. 6. User wants to track the package. 7. User wants to track the package. 8. User wants to track the package.	1. User wants to track the package. 2. User wants to track the package. 3. User wants to track the package. 4. User wants to track the package. 5. User wants to track the package. 6. User wants to track the package. 7. User wants to track the package. 8. User wants to track the package.	1. User wants to track the package. 2. User wants to track the package. 3. User wants to track the package. 4. User wants to track the package. 5. User wants to track the package. 6. User wants to track the package. 7. User wants to track the package. 8. User wants to track the package.	1. User wants to track the package. 2. User wants to track the package. 3. User wants to track the package. 4. User wants to track the package. 5. User wants to track the package. 6. User wants to track the package. 7. User wants to track the package. 8. User wants to track the package.
Positive moments What steps does a typical person find enjoyable, productive, fun, interesting, delightful, or satisfying?	1. User receives a notification from the app. 2. User receives a notification from the app. 3. User receives a notification from the app. 4. User receives a notification from the app. 5. User receives a notification from the app. 6. User receives a notification from the app. 7. User receives a notification from the app. 8. User receives a notification from the app.	1. User enters the DHL facility. 2. User is greeted by a DHL employee. 3. User is directed to the tracking station. 4. User enters the tracking number. 5. User sees the tracking status and estimated delivery time. 6. User receives a notification when the package is out for delivery. 7. User receives a notification when the package is delivered. 8. User rates the delivery experience.	1. User enters the DHL facility. 2. User is greeted by a DHL employee. 3. User is directed to the tracking station. 4. User enters the tracking number. 5. User sees the tracking status and estimated delivery time. 6. User receives a notification when the package is out for delivery. 7. User receives a notification when the package is delivered. 8. User rates the delivery experience.	1. User receives a notification when the package is delivered. 2. User receives a notification when the package is delivered. 3. User receives a notification when the package is delivered. 4. User receives a notification when the package is delivered. 5. User receives a notification when the package is delivered. 6. User receives a notification when the package is delivered. 7. User receives a notification when the package is delivered. 8. User receives a notification when the package is delivered.	1. User receives a notification when the package is delivered. 2. User receives a notification when the package is delivered. 3. User receives a notification when the package is delivered. 4. User receives a notification when the package is delivered. 5. User receives a notification when the package is delivered. 6. User receives a notification when the package is delivered. 7. User receives a notification when the package is delivered. 8. User receives a notification when the package is delivered.
Negative moments What steps does a typical person find frustrating, confusing, annoying, costly or time-consuming?	1. User receives a notification from the app. 2. User receives a notification from the app. 3. User receives a notification from the app. 4. User receives a notification from the app. 5. User receives a notification from the app. 6. User receives a notification from the app. 7. User receives a notification from the app. 8. User receives a notification from the app.	1. User enters the DHL facility. 2. User is greeted by a DHL employee. 3. User is directed to the tracking station. 4. User enters the tracking number. 5. User sees the tracking status and estimated delivery time. 6. User receives a notification when the package is out for delivery. 7. User receives a notification when the package is delivered. 8. User rates the delivery experience.	1. User enters the DHL facility. 2. User is greeted by a DHL employee. 3. User is directed to the tracking station. 4. User enters the tracking number. 5. User sees the tracking status and estimated delivery time. 6. User receives a notification when the package is out for delivery. 7. User receives a notification when the package is delivered. 8. User rates the delivery experience.	1. User receives a notification when the package is delivered. 2. User receives a notification when the package is delivered. 3. User receives a notification when the package is delivered. 4. User receives a notification when the package is delivered. 5. User receives a notification when the package is delivered. 6. User receives a notification when the package is delivered. 7. User receives a notification when the package is delivered. 8. User receives a notification when the package is delivered.	1. User receives a notification when the package is delivered. 2. User receives a notification when the package is delivered. 3. User receives a notification when the package is delivered. 4. User receives a notification when the package is delivered. 5. User receives a notification when the package is delivered. 6. User receives a notification when the package is delivered. 7. User receives a notification when the package is delivered. 8. User receives a notification when the package is delivered.
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	1. User wants to track the package. 2. User wants to track the package. 3. User wants to track the package. 4. User wants to track the package. 5. User wants to track the package. 6. User wants to track the package. 7. User wants to track the package. 8. User wants to track the package.	1. User enters the DHL facility. 2. User is greeted by a DHL employee. 3. User is directed to the tracking station. 4. User enters the tracking number. 5. User sees the tracking status and estimated delivery time. 6. User receives a notification when the package is out for delivery. 7. User receives a notification when the package is delivered. 8. User rates the delivery experience.	1. User enters the DHL facility. 2. User is greeted by a DHL employee. 3. User is directed to the tracking station. 4. User enters the tracking number. 5. User sees the tracking status and estimated delivery time. 6. User receives a notification when the package is out for delivery. 7. User receives a notification when the package is delivered. 8. User rates the delivery experience.	1. User receives a notification when the package is delivered. 2. User receives a notification when the package is delivered. 3. User receives a notification when the package is delivered. 4. User receives a notification when the package is delivered. 5. User receives a notification when the package is delivered. 6. User receives a notification when the package is delivered. 7. User receives a notification when the package is delivered. 8. User receives a notification when the package is delivered.	1. User receives a notification when the package is delivered. 2. User receives a notification when the package is delivered. 3. User receives a notification when the package is delivered. 4. User receives a notification when the package is delivered. 5. User receives a notification when the package is delivered. 6. User receives a notification when the package is delivered. 7. User receives a notification when the package is delivered. 8. User receives a notification when the package is delivered.