



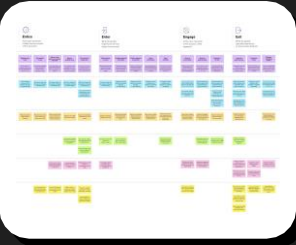
Customer experience journey map

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

 **Product School**

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Need some inspiration?

See a finished version of this template to kickstart your work.

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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.

<div>SCENARIO</div> <div>Browsing, booking, attending, and rating a local city tour</div>	<div>Entice</div> <div>How does someone initially become aware of this process?</div>	<div>Enter</div> <div>What do people experience as they begin the process?</div>	<div>Engage</div> <div>In the core moments in the process, what happens?</div>	<div>Exit</div> <div>What do people typically experience as the process finishes?</div>	<div>Extend</div> <div>What happens after the experience is over?</div>
<div>Steps</div> <div>What does the person (or group) typically experience?</div>	<div>Tracking of product availability</div> <div>A Customer can identify</div> <div>View Website</div>	<div>Easy login</div> <div>A Retailers meet customer demand at a given time</div> <div>Sign in /sign up</div>	<div>limit the unnecessary stock</div> <div>identifying most Required stock</div>	<div>Efficient stock Management</div> <div>Complete weekly task</div> <div>Final sale report by weekly</div>	<div>Better understanding the purchase trend</div> <div>Track data concerning return items</div> <div>Display the sales rate</div>
<div>Interactions</div> <div>What interactions do they have at each step along the way?</div> <div><div>■ People: Who do they see or talk to?</div><div>■ Places: Where are they?</div><div>■ Things: What digital touch points or physical objects would they use?</div></div>	<div>User able to register themselves</div> <div>Only registered or authorized user can be able to login into the application</div> <div>More notification to be sent to the login devices</div>	<div>Entering the user name and password</div> <div>Authentication process should be done</div> <div>live ChatBot</div> <div>Each information should be maintained and stored</div> <div>Display of Dashboard containing stock details</div> <div>Adding stock details</div>	<div>Retrieval of Retailer location</div> <div>The average number of product that are sold each day</div> <div>Deleting Stock details</div> <div>Social media channels</div> <div>Display stock categories</div> <div>Company stands at every level of your sales process</div>		
<div>Goals & motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div>Keep the inventory data safely recorded</div> <div>Helps user to get the correct website</div>	<div>Having sufficient supply</div> <div>Notifying the users on time</div>	<div>Batch Tracking</div> <div>Alert on inventory</div>	<div>Control the stock</div> <div>Cost effective storage</div>	<div>Saves money</div> <div>Reduces time</div>
<div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>Mail notification when the minimum stock limit is reached</div> <div>Graph analysis</div>	<div>Do not froge t My password</div> <div>Mail notification when the minimum stock limit is reached</div> <div>Increased Discounts</div>	<div>Avoiding</div> <div>Notification on offers</div> <div>easy payment</div>	<div>Schedule maintanance</div> <div>Sold all death stock</div> <div>Automated Reordering</div>	<div>Automated in-stock information</div> <div>Increased information transparency</div>
<div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>Production Problem</div> <div>Error in Notification</div>	<div>profits details updated</div> <div>system crash due more users on SALES days</div>	<div>Inconsistent in tracking</div> <div>poor production planning</div> <div>Evolving Packaging</div>	<div>Low product sale</div> <div>Supply chain complexity</div> <div>Inconsistent tracking</div>	<div>Difficulty in managing the physical storage facility</div> <div>Managing warehouse space</div>

Areas of opportunity

How might we make this better? What ideas do we have? What have others done?

Step 1: Identify the problem

Identify the problem and its impact on the business.

Step 2: Research the problem

Research the problem and its impact on the business.

Step 3: Analyze the problem

Analyze the problem and its impact on the business.

Step 4: Develop a solution

Develop a solution to the problem.

centralized Tracking

Asset Through the entire purchase process

Demand Forecasting

Transparent performance

Expanding production Profits

Business scaling

Develop a Network between retailers

Reduce human error