

Project Design Phase-II

Customer journey Map

Date	19 October 2022
Team ID	PNT2022TMID13814
Project Name	Data Analytics for DHL logistics facilities

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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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 already become aware of this product?	Enter What do people experience as they begin the process?	Engage In the core elements 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? <div> <div> <p>Step 1</p> <p>Step 2</p> <p>Step 3</p> <p>Step 4</p> </div> <div> <p>Step 5</p> <p>Step 6</p> <p>Step 7</p> <p>Step 8</p> </div> </div>	<div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> </div>	<div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> </div>	<div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> </div>	<div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> </div>	<div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> </div>
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?	<div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> </div>	<div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> </div>	<div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> </div>	<div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> </div>	<div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> </div>
Goals & motivations At each step, what is a person's primary goal or motivation? (Helps me... or "Help me avoid...")	<div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> </div>	<div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> </div>	<div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> </div>	<div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> </div>	<div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> </div>
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful or exciting?	<div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> </div>	<div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> </div>	<div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> </div>	<div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> </div>	<div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> </div>
Negative moments What steps does a typical person find frustrating, confusing, engaging, costly or time-consuming?	<div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> </div>	<div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> </div>	<div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> </div>	<div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> </div>	<div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> </div>
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	<div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> </div>	<div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> </div>	<div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> </div>	<div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> </div>	<div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> <div> <p>Message it up</p> <p>How does someone already become aware of this product?</p> </div> </div>