

Customer Journey Map

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Customer Journey Map

SCENARIO Browsing, booking, attending, and rating a local city tour	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?	Business owners who need to improve their sales People who want to start business Customers want to know what the product is	Basic info about the product Getting basic info from customer Dashboard and graph visualization of the data Information on how to use the product	Getting information on sales Presenting information with sales data Provide inference on the sales data Visual representation of inference Suggestions to improve sales	Customer will get idea of what to do next Customer will get report on their sales	Sales may improve based on suggestions To update new sales data Provide feedback User may constantly use this product for their business requirement
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?	Through website People who have a copy about the product	Interaction with website or computer Through a city browser and internet connection	Interaction with mobile or computer Through an browser and internet connection	Interaction with website Interaction with business partners	Interaction with customers Interaction with app/online Interaction with website
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Help me understand what the product is about Help me make comparisons about the product	Help me to understand the basic data Help me to understand what useful analytical insights Help me to keep track of my progress	Help me to understand what idea to provide Help me to provide only relevant insights Help me to understand what data to use Help me to provide useful suggestions	Help me to understand what suggestions I can provide Help me to understand what suggestions I can provide	Help me to understand what suggestions I can provide Help me to understand what suggestions I can provide
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Getting to know about the benefits of the product	Visual representation of data will be useful to the customer Customer wants to see the product details	Can provide suggestions based on previous sales data Simple and easy to use Easy to use Suggestions are useful	The sales data can be used to make decisions	Can provide suggestions based on previous sales data Can provide suggestions based on previous sales data
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Customer wants to clearly see the product details	Customer may not clearly understand the analytical terms Visual data may not be as helpful as the data	Data may be confusing Provided suggestions can be overlooked User needs to understand the analytics	Not all people will understand the suggestions	The provided suggestions may not work
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Simple and easy to use Clearing up any confusion about the product	Analytics terms should be clear to everyone on the product Visual data should be easy to understand	Only get required data for the user Clear representation of data Clear and easy to understand suggestions	To make changes to the suggestions based on the analytics	To make changes to the suggestions based on the analytics To make changes to the suggestions based on the analytics