

Project Design Phase-IICustomer journey Map

Date	3 October 2022
Team ID	PNT2022TMID37643
Project Name	Data Analytics for DHL logistics facilities
Maximum Marks	4 Marks

Template

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.

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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	Enter How does someone usually discover events of this product?	Engage What do people experience as they begin the process?	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?	How does it fit? How does this product fit into the customer's life? How does it feel? How does this product make the customer feel? How does it work? How does this product work? How does it look? How does this product look?	How does it feel? How does this product make the customer feel? How does it work? How does this product work? How does it look? How does this product look?	How does it feel? How does this product make the customer feel? How does it work? How does this product work? How does it look? How does this product look?	How does it feel? How does this product make the customer feel? How does it work? How does this product work? How does it look? How does this product look?
Interactions What interactions do they have at each step along the way? • People: Who do they see or talk to? • Places: Where and how? • Things: What digital tools, objects or physical objects would they use?	How does it fit? How does this product fit into the customer's life? How does it feel? How does this product make the customer feel? How does it work? How does this product work? How does it look? How does this product look?	How does it feel? How does this product make the customer feel? How does it work? How does this product work? How does it look? How does this product look?	How does it feel? How does this product make the customer feel? How does it work? How does this product work? How does it look? How does this product look?	How does it feel? How does this product make the customer feel? How does it work? How does this product work? How does it look? How does this product look?
Goals & motivations At each step, what is a person's primary goal or motivation? (Think: "I want to..." or "I need to...")	How does it fit? How does this product fit into the customer's life? How does it feel? How does this product make the customer feel? How does it work? How does this product work? How does it look? How does this product look?	How does it feel? How does this product make the customer feel? How does it work? How does this product work? How does it look? How does this product look?	How does it feel? How does this product make the customer feel? How does it work? How does this product work? How does it look? How does this product look?	How does it feel? How does this product make the customer feel? How does it work? How does this product work? How does it look? How does this product look?
Positive moments What steps does a person perceive as enjoyable, productive, fun, motivating, delightful, or exciting?	How does it fit? How does this product fit into the customer's life? How does it feel? How does this product make the customer feel? How does it work? How does this product work? How does it look? How does this product look?	How does it feel? How does this product make the customer feel? How does it work? How does this product work? How does it look? How does this product look?	How does it feel? How does this product make the customer feel? How does it work? How does this product work? How does it look? How does this product look?	How does it feel? How does this product make the customer feel? How does it work? How does this product work? How does it look? How does this product look?
Negative moments What steps does a person perceive as frustrating, confusing, annoying, costly, or time-consuming?	How does it fit? How does this product fit into the customer's life? How does it feel? How does this product make the customer feel? How does it work? How does this product work? How does it look? How does this product look?	How does it feel? How does this product make the customer feel? How does it work? How does this product work? How does it look? How does this product look?	How does it feel? How does this product make the customer feel? How does it work? How does this product work? How does it look? How does this product look?	How does it feel? How does this product make the customer feel? How does it work? How does this product work? How does it look? How does this product look?
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	How does it fit? How does this product fit into the customer's life? How does it feel? How does this product make the customer feel? How does it work? How does this product work? How does it look? How does this product look?	How does it feel? How does this product make the customer feel? How does it work? How does this product work? How does it look? How does this product look?	How does it feel? How does this product make the customer feel? How does it work? How does this product work? How does it look? How does this product look?	How does it feel? How does this product make the customer feel? How does it work? How does this product work? How does it look? How does this product look?