

# Project Design Phase-II

## Customer journey map

Date	03 October 2022
Team ID	PNT2022TMID43303
Project Name	Project - Inventory Management System for Retailers
Maximum Marks	4 Marks

Product School

### 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.

Product School

Share 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.

Process	Entice	Enter	Engage	Exit	Extend
<b>Steps</b> Which steps does the person go through to complete this experience?	<b>Entice</b> How does someone initially become aware of this product?	<b>Enter</b> What are people's experiences as they begin to use the product?	<b>Engage</b> In the moments leading up to the process, what happens?	<b>Exit</b> What are people's experiences as they leave the product?	<b>Extend</b> What happens after this experience is over?
<b>Interactions</b> Which interactions do they have at each step along the way? • <b>People</b> Who do they see or talk to? • <b>Places</b> Where are they? • <b>Things</b> What digital tools do they use or physical objects would they use?					
<b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? (What do they want to get out of this?)					
<b>Positive moments</b> What steps does a person enjoy most about this experience? (What are the highlights?)					
<b>Negative moments</b> What steps does a person dislike most about this experience? (What are the pain points?)					
<b>Areas of opportunity</b> Where might we make each step better? (What steps do we want to improve?)					

Need some inspiration?

Quick methods