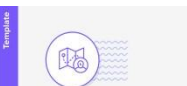


Customer journey Map


Date	30 October 2022
Team ID	PNT2022TMID50219
Project Name	Data Analytics for DHL logistics facilities
Maximum Marks	4 Marks



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



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 What do people typically notice as they begin the process?	Engage In the core moments of 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? <table border="1"> <tr> <th>PRE-START UP</th> <th>PRE-ORDERING</th> <th>ORDERING</th> <th>DELIVERY</th> <th>POST-DELIVERY</th> </tr> <tr> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> </tr> </table>	PRE-START UP	PRE-ORDERING	ORDERING	DELIVERY	POST-DELIVERY	How does the customer find the product?	How does the customer find the product?	How does the customer find the product?	How does the customer find the product?	How does the customer find the product?	Enter What do people typically notice as they begin the process? <table border="1"> <tr> <th>PRE-START UP</th> <th>PRE-ORDERING</th> <th>ORDERING</th> <th>DELIVERY</th> <th>POST-DELIVERY</th> </tr> <tr> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> </tr> </table>	PRE-START UP	PRE-ORDERING	ORDERING	DELIVERY	POST-DELIVERY	How does the customer find the product?	How does the customer find the product?	How does the customer find the product?	How does the customer find the product?	How does the customer find the product?	Engage In the core moments of the process, what happens? <table border="1"> <tr> <th>PRE-START UP</th> <th>PRE-ORDERING</th> <th>ORDERING</th> <th>DELIVERY</th> <th>POST-DELIVERY</th> </tr> <tr> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> </tr> </table>	PRE-START UP	PRE-ORDERING	ORDERING	DELIVERY	POST-DELIVERY	How does the customer find the product?	How does the customer find the product?	How does the customer find the product?	How does the customer find the product?	How does the customer find the product?	Exit What do people typically experience as the process finishes? <table border="1"> <tr> <th>PRE-START UP</th> <th>PRE-ORDERING</th> <th>ORDERING</th> <th>DELIVERY</th> <th>POST-DELIVERY</th> </tr> <tr> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> </tr> </table>	PRE-START UP	PRE-ORDERING	ORDERING	DELIVERY	POST-DELIVERY	How does the customer find the product?	How does the customer find the product?	How does the customer find the product?	How does the customer find the product?	How does the customer find the product?	Extend What happens after the experience is over? <table border="1"> <tr> <th>PRE-START UP</th> <th>PRE-ORDERING</th> <th>ORDERING</th> <th>DELIVERY</th> <th>POST-DELIVERY</th> </tr> <tr> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> </tr> </table>	PRE-START UP	PRE-ORDERING	ORDERING	DELIVERY	POST-DELIVERY	How does the customer find the product?	How does the customer find the product?	How does the customer find the product?	How does the customer find the product?	How does the customer find the product?
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Interactions What interactions do they have at each step along the way? <ul style="list-style-type: none"> People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects would they use? 	Enter What do people typically notice as they begin the process? <table border="1"> <tr> <th>PRE-START UP</th> <th>PRE-ORDERING</th> <th>ORDERING</th> <th>DELIVERY</th> <th>POST-DELIVERY</th> </tr> <tr> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> </tr> </table>	PRE-START UP	PRE-ORDERING	ORDERING	DELIVERY	POST-DELIVERY	How does the customer find the product?	How does the customer find the product?	How does the customer find the product?	How does the customer find the product?	How does the customer find the product?	Engage In the core moments of the process, what happens? <table border="1"> <tr> <th>PRE-START UP</th> <th>PRE-ORDERING</th> <th>ORDERING</th> <th>DELIVERY</th> <th>POST-DELIVERY</th> </tr> <tr> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> </tr> </table>	PRE-START UP	PRE-ORDERING	ORDERING	DELIVERY	POST-DELIVERY	How does the customer find the product?	How does the customer find the product?	How does the customer find the product?	How does the customer find the product?	How does the customer find the product?	Exit What do people typically experience as the process finishes? <table border="1"> <tr> <th>PRE-START UP</th> <th>PRE-ORDERING</th> <th>ORDERING</th> <th>DELIVERY</th> <th>POST-DELIVERY</th> </tr> <tr> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> </tr> </table>	PRE-START UP	PRE-ORDERING	ORDERING	DELIVERY	POST-DELIVERY	How does the customer find the product?	How does the customer find the product?	How does the customer find the product?	How does the customer find the product?	How does the customer find the product?	Extend What happens after the experience is over? <table border="1"> <tr> <th>PRE-START UP</th> <th>PRE-ORDERING</th> <th>ORDERING</th> <th>DELIVERY</th> <th>POST-DELIVERY</th> </tr> <tr> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> </tr> </table>	PRE-START UP	PRE-ORDERING	ORDERING	DELIVERY	POST-DELIVERY	How does the customer find the product?	How does the customer find the product?	How does the customer find the product?	How does the customer find the product?	How does the customer find the product?										
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Goals & motivations At each step, what is a person's primary goal or motivation? (Needs, wants, or "help me with...") <table border="1"> <tr> <th>PRE-START UP</th> <th>PRE-ORDERING</th> <th>ORDERING</th> <th>DELIVERY</th> <th>POST-DELIVERY</th> </tr> <tr> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> </tr> </table>	PRE-START UP	PRE-ORDERING	ORDERING	DELIVERY	POST-DELIVERY	How does the customer find the product?	How does the customer find the product?	How does the customer find the product?	How does the customer find the product?	How does the customer find the product?	Enter What do people typically notice as they begin the process? <table border="1"> <tr> <th>PRE-START UP</th> <th>PRE-ORDERING</th> <th>ORDERING</th> <th>DELIVERY</th> <th>POST-DELIVERY</th> </tr> <tr> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> </tr> </table>	PRE-START UP	PRE-ORDERING	ORDERING	DELIVERY	POST-DELIVERY	How does the customer find the product?	How does the customer find the product?	How does the customer find the product?	How does the customer find the product?	How does the customer find the product?	Engage In the core moments of the process, what happens? <table border="1"> <tr> <th>PRE-START UP</th> <th>PRE-ORDERING</th> <th>ORDERING</th> <th>DELIVERY</th> <th>POST-DELIVERY</th> </tr> <tr> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> </tr> </table>	PRE-START UP	PRE-ORDERING	ORDERING	DELIVERY	POST-DELIVERY	How does the customer find the product?	How does the customer find the product?	How does the customer find the product?	How does the customer find the product?	How does the customer find the product?	Exit What do people typically experience as the process finishes? <table border="1"> <tr> <th>PRE-START UP</th> <th>PRE-ORDERING</th> <th>ORDERING</th> <th>DELIVERY</th> <th>POST-DELIVERY</th> </tr> <tr> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> </tr> </table>	PRE-START UP	PRE-ORDERING	ORDERING	DELIVERY	POST-DELIVERY	How does the customer find the product?	How does the customer find the product?	How does the customer find the product?	How does the customer find the product?	How does the customer find the product?	Extend What happens after the experience is over? <table border="1"> <tr> <th>PRE-START UP</th> <th>PRE-ORDERING</th> <th>ORDERING</th> <th>DELIVERY</th> <th>POST-DELIVERY</th> </tr> <tr> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> </tr> </table>	PRE-START UP	PRE-ORDERING	ORDERING	DELIVERY	POST-DELIVERY	How does the customer find the product?	How does the customer find the product?	How does the customer find the product?	How does the customer find the product?	How does the customer find the product?
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Positive moments What steps does a typical person find engaging, productive, fun, motivating, delightful or exciting? <table border="1"> <tr> <th>PRE-START UP</th> <th>PRE-ORDERING</th> <th>ORDERING</th> <th>DELIVERY</th> <th>POST-DELIVERY</th> </tr> <tr> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> </tr> </table>	PRE-START UP	PRE-ORDERING	ORDERING	DELIVERY	POST-DELIVERY	How does the customer find the product?	How does the customer find the product?	How does the customer find the product?	How does the customer find the product?	How does the customer find the product?	Enter What do people typically notice as they begin the process? <table border="1"> <tr> <th>PRE-START UP</th> <th>PRE-ORDERING</th> <th>ORDERING</th> <th>DELIVERY</th> <th>POST-DELIVERY</th> </tr> <tr> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> </tr> </table>	PRE-START UP	PRE-ORDERING	ORDERING	DELIVERY	POST-DELIVERY	How does the customer find the product?	How does the customer find the product?	How does the customer find the product?	How does the customer find the product?	How does the customer find the product?	Engage In the core moments of the process, what happens? <table border="1"> <tr> <th>PRE-START UP</th> <th>PRE-ORDERING</th> <th>ORDERING</th> <th>DELIVERY</th> <th>POST-DELIVERY</th> </tr> <tr> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> </tr> </table>	PRE-START UP	PRE-ORDERING	ORDERING	DELIVERY	POST-DELIVERY	How does the customer find the product?	How does the customer find the product?	How does the customer find the product?	How does the customer find the product?	How does the customer find the product?	Exit What do people typically experience as the process finishes? <table border="1"> <tr> <th>PRE-START UP</th> <th>PRE-ORDERING</th> <th>ORDERING</th> <th>DELIVERY</th> <th>POST-DELIVERY</th> </tr> <tr> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> </tr> </table>	PRE-START UP	PRE-ORDERING	ORDERING	DELIVERY	POST-DELIVERY	How does the customer find the product?	How does the customer find the product?	How does the customer find the product?	How does the customer find the product?	How does the customer find the product?	Extend What happens after the experience is over? <table border="1"> <tr> <th>PRE-START UP</th> <th>PRE-ORDERING</th> <th>ORDERING</th> <th>DELIVERY</th> <th>POST-DELIVERY</th> </tr> <tr> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> </tr> </table>	PRE-START UP	PRE-ORDERING	ORDERING	DELIVERY	POST-DELIVERY	How does the customer find the product?	How does the customer find the product?	How does the customer find the product?	How does the customer find the product?	How does the customer find the product?
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Negative moments What steps does a typical person find frustrating, confusing, annoying, costly, or time-consuming? <table border="1"> <tr> <th>PRE-START UP</th> <th>PRE-ORDERING</th> <th>ORDERING</th> <th>DELIVERY</th> <th>POST-DELIVERY</th> </tr> <tr> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> </tr> </table>	PRE-START UP	PRE-ORDERING	ORDERING	DELIVERY	POST-DELIVERY	How does the customer find the product?	How does the customer find the product?	How does the customer find the product?	How does the customer find the product?	How does the customer find the product?	Enter What do people typically notice as they begin the process? <table border="1"> <tr> <th>PRE-START UP</th> <th>PRE-ORDERING</th> <th>ORDERING</th> <th>DELIVERY</th> <th>POST-DELIVERY</th> </tr> <tr> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> <td>How does the customer find the product?</td> </tr> </table>	PRE-START UP	PRE-ORDERING	ORDERING	DELIVERY	POST-DELIVERY	How does the customer find the product?	How does the customer find the product?	How does the customer find the product?	How does the customer find the product?	How does the customer find the product?	Engage 																																
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