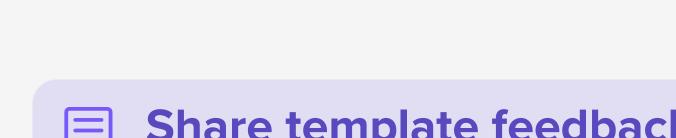


## Customer experience journey map

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 wi

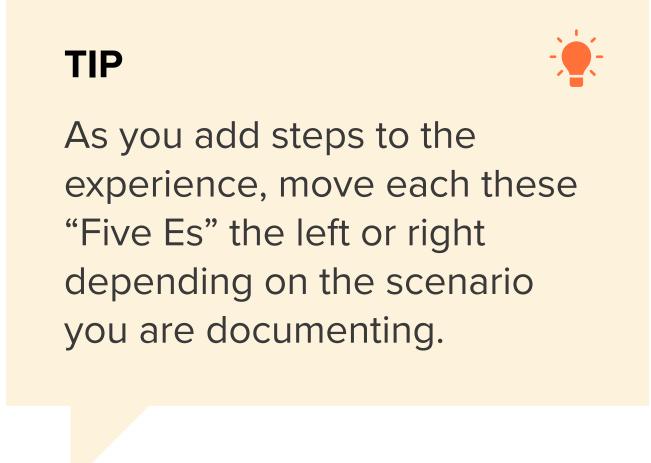
Product School





## 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.



Inventory Management System for retailers	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?	Sign in and login the application  create a database in the inventory management  create a database in updates on the stock updates	create a account in the inventory  create a database in the inventory management	user verification  accessing the inventory system  updates the inventory	log out account deletion	customer support  alerts to the custmers  notifications
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?	database allocation and updation  creating alerts on their stocks	getting user authenticating and credentials providing access	database allocation and updation  database allocation and updation	database allocation and updation  database allocation and updation  database allocation and updation	database allocation and updation  database allocation and updation  database allocation and updation
Goals & motivations  At each step, what is a person's primary goal or motivation?  ("Help me" or "Help me avoid")	Creating Alerts on Inventory  Managing User Inventory	User Authenticating for User verification	Managing User Inventory	Continuous updates on Inventory	Alerts on Inventory
Positive moments  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Remote access to the Inventory  Remote access to the Inventory  Alerts on Inventory	Remote access to the Inventory	Live Chat to interact with users		Alerts on Inventory
Areas of opportunity  How might we make each step better? What ideas do we have?  What have others suggested?	Implementing a Payment system  Multiple user interaction	Multiple user interaction			Implementing a Payment system

