

Customer journey Map

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| Date | 01 NOVEMBER 2022 |
| Team ID | PNT2022TMID40972 |
| 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.

Scenario

tracking, location, delivery and rating

Enter

What does the customer currently become aware of at this point?

Engage

What do people typically 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 | Scenario | Enter | Engage | Exit | Extend |
|--|---|---|---|---|---|
| <p>What does the person (or group) typically experience?</p> | <p>Product is in cart</p> <p>Product is in cart</p> <p>Order is placed</p> <p>Order is placed</p> | <p>Product is in cart</p> <p>Product is in cart</p> <p>Order is placed</p> <p>Order is placed</p> | <p>Product is in cart</p> <p>Product is in cart</p> <p>Order is placed</p> <p>Order is placed</p> | <p>Product is in cart</p> <p>Product is in cart</p> <p>Order is placed</p> <p>Order is placed</p> | <p>Product is in cart</p> <p>Product is in cart</p> <p>Order is placed</p> <p>Order is placed</p> |
| <p>Interactions</p> <p>What interactions do they have at each step along the way?</p> <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? | <p>Product is in cart</p> <p>Product is in cart</p> <p>Order is placed</p> <p>Order is placed</p> | <p>Product is in cart</p> <p>Product is in cart</p> <p>Order is placed</p> <p>Order is placed</p> | <p>Product is in cart</p> <p>Product is in cart</p> <p>Order is placed</p> <p>Order is placed</p> | <p>Product is in cart</p> <p>Product is in cart</p> <p>Order is placed</p> <p>Order is placed</p> | <p>Product is in cart</p> <p>Product is in cart</p> <p>Order is placed</p> <p>Order is placed</p> |
| <p>Goals & motivations</p> <p>At each step, what is a person's primary goal or motivation? ("Help me," or "Help me avoid...")</p> | <p>Product is in cart</p> <p>Product is in cart</p> <p>Order is placed</p> <p>Order is placed</p> | <p>Product is in cart</p> <p>Product is in cart</p> <p>Order is placed</p> <p>Order is placed</p> | <p>Product is in cart</p> <p>Product is in cart</p> <p>Order is placed</p> <p>Order is placed</p> | <p>Product is in cart</p> <p>Product is in cart</p> <p>Order is placed</p> <p>Order is placed</p> | <p>Product is in cart</p> <p>Product is in cart</p> <p>Order is placed</p> <p>Order is placed</p> |
| <p>Positive moments</p> <p>What steps does a typical person find enjoyable, useful, fun, motivating, delightful, or exciting?</p> | <p>Product is in cart</p> <p>Product is in cart</p> <p>Order is placed</p> <p>Order is placed</p> | <p>Product is in cart</p> <p>Product is in cart</p> <p>Order is placed</p> <p>Order is placed</p> | <p>Product is in cart</p> <p>Product is in cart</p> <p>Order is placed</p> <p>Order is placed</p> | <p>Product is in cart</p> <p>Product is in cart</p> <p>Order is placed</p> <p>Order is placed</p> | <p>Product is in cart</p> <p>Product is in cart</p> <p>Order is placed</p> <p>Order is placed</p> |
| <p>Negative moments</p> <p>What steps does a typical person find frustrating, confusing, repetitive, costly, or time-consuming?</p> | <p>Product is in cart</p> <p>Product is in cart</p> <p>Order is placed</p> <p>Order is placed</p> | <p>Product is in cart</p> <p>Product is in cart</p> <p>Order is placed</p> <p>Order is placed</p> | <p>Product is in cart</p> <p>Product is in cart</p> <p>Order is placed</p> <p>Order is placed</p> | <p>Product is in cart</p> <p>Product is in cart</p> <p>Order is placed</p> <p>Order is placed</p> | <p>Product is in cart</p> <p>Product is in cart</p> <p>Order is placed</p> <p>Order is placed</p> |
| <p>Areas of opportunity</p> <p>How might we make each step better? What ideas do we have? What have others suggested?</p> | <p>Product is in cart</p> <p>Product is in cart</p> <p>Order is placed</p> <p>Order is placed</p> | <p>Product is in cart</p> <p>Product is in cart</p> <p>Order is placed</p> <p>Order is placed</p> | <p>Product is in cart</p> <p>Product is in cart</p> <p>Order is placed</p> <p>Order is placed</p> | <p>Product is in cart</p> <p>Product is in cart</p> <p>Order is placed</p> <p>Order is placed</p> | <p>Product is in cart</p> <p>Product is in cart</p> <p>Order is placed</p> <p>Order is placed</p> |

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