






# 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.

## Document an existing experience

Customer Journey in 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?
<div></div> <div><b>Steps</b> What does the person (or group) typically experience?</div>	<div>Account Creation</div> <div>Browsing products</div> <div>Providing credentials including username, email and password</div> <div>Going through products according to interests, availability and enough stock in a nearby location</div>	<div>Start purchase of a product in bulk</div> <div>Enter payment information (for payments in advance)</div> <div>Confirm payment and products to be purchased</div> <div>Email confirmation for beginning transaction</div> <div>The user selects a product for purchase by looking at what they need and also according to availability and proximity of the hub.</div> <div>The user enters their payment information for proceeding ahead with the purchase of the required products</div> <div>The user sees a brief description of the product they are about to purchase and also their payment details</div> <div>The user receives an email confirming the start of the transaction and purchase of the chosen products.</div>	<div>Tracking movement of goods from the hub to the user's location</div> <div>Communication with the supplier and mover regarding the transport of goods</div> <div>The user can locate where the products purchased are currently located in transit to their location</div> <div>The user can stay in constant touch with the supplier and the mover regarding the transit of the goods from the hub to the user location</div>	<div>Checking product quality and authenticity</div> <div>Closing off the transaction by making final purchase of the products</div> <div>Storing of products in user's location</div> <div>Confirmation email</div> <div>The user can check for product quality when it arrives, and also if they received the right product</div> <div>The user enters payment information for completing the bulk purchase of the desired product</div> <div>The user gets assistance in the storage of the purchased products</div> <div>The user gets a confirmation email regarding the arrival and authenticity of the purchased products</div>	<div>Feedback provisioning</div> <div>Appearance of products purchased in product purchase history</div> <div>Personalized recommendation of products</div> <div>The user can give feedback as to the effectiveness of the services provided by the inventory management system team</div> <div>The user can view the products purchased previously along with product description</div> <div>The user receives recommendations for similar products based on products previously purchased</div>
<div></div> <div><b>Interactions</b> What interactions do they have at each step along the way? <ul style="list-style-type: none"><li>■ <b>People:</b> Who do they see or talk to?</li><li>■ <b>Places:</b> Where are they?</li><li>■ <b>Things:</b> What digital touch-points or physical objects would they use?</li></ul></div>	<div>Registration page of the website or application</div> <div>Products section of the website or application</div>	<div>Payments subsection under a particular product</div> <div>Payments subsection under a particular product</div> <div>Payments subsection under a particular product</div> <div>Customer email</div>	<div>Map section under ongoing transactions</div> <div>Direct communication between user and supplier/mover</div> <div>Locations involve all major landmarks between the supplier location and the user location</div> <div>Interaction with chat/call facility within website or application</div>	<div>Direct communication between user and supplier/mover</div> <div>Direct communication between user and supplier/mover</div> <div>Direct communication between user and supplier/mover</div> <div>Customer email</div> <div>Interaction with products to be purchased</div> <div>Payments subsection under a particular product</div> <div>User warehouse or storage area</div> <div>Interaction with money or cheques</div>	<div>Direct communication between user and supplier/mover</div> <div>Product purchase history section in website or application</div> <div>Recommendations appear in website, application and email</div> <div>Interaction with feedback forms or mail</div>
<div></div> <div><b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div>Help me maintain my privacy and data security</div> <div>Help me navigate products and find my desired product</div>	<div>Help me commit to the purchase of a product</div> <div>Help me to make the payment without difficulty</div> <div>Help me feel confident that my purchase has been finalized and what should be done next</div> <div>Help me feel confident that my purchase has been finalized and what should be done next</div>	<div>Help me to track the arrival of my products to give me an idea of waiting time</div> <div>Help me to talk with the supplier and mover to understand progress of the purchase</div>	<div>Help me verify the high quality of the product and if the product is indeed what I had purchased</div> <div>Help me to make the payment without difficulty</div> <div>Help me to store the purchased products in the storage area</div> <div>Help me to feel happy and confident that the purchase of my desired products has been completed</div>	<div>Help me to improve your services</div> <div>Help me to view what I had purchased before</div> <div>Help me to easily identify what I would like to purchase the next time</div>
<div></div> <div><b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>It is exciting to begin my journey with the system</div> <div>I feel eager to look through the products and search for my desired product</div>	<div>I feel happy taking the first step towards purchasing my desired product</div> <div>I get reassured seeing that the product and the amount I am paying are exactly what I had selected/typed</div> <div>I feel reassured seeing that my purchase has been confirmed</div>	<div>I feel excited seeing that my purchased products are arriving to my location</div> <div>I get reassured taking with the supplier/mover about the transit of my purchased products</div>	<div>I get reassured and satisfied that the products I purchased are of high quality</div> <div>Seeing the products in my location makes me happy</div> <div>Seeing the confirmation email indicating the closure of the transaction makes me feel happy that the process is completed</div> <div>Receiving feedback helps me to improve their services, which in turn improves my own purchase experience next time and those of others</div>	
<div></div> <div><b>Negative moments</b> What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>Sometimes, the vast extent of available products may leave people confused</div>	<div>People may develop anxiety on whether the product they are purchasing is worth it</div> <div>People may feel unsure about entering bank information the first time they use the service</div> <div>Sometimes, people may express fear of beginning commitment for a purchase</div>	<div>People may develop anxiety as to whether their products are arriving safely</div>	<div>People may be unsure of the extent of product authenticity and quality, and also the methods used to prove the same</div>	
<div></div> <div><b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?</div>	<div>Could we provide sufficient filter options to find your product easily?</div> <div>Could we display only the most relevant products that you might purchase to avoid information overload?</div>		<div>How can we make the mover easier to locate among several other markers on the map? (such as highlighting with a bright colour?)</div> <div>How can we improve the communication service?</div>	<div>What method of product quality and authenticity checking would the user desire?</div> <div>How might we store user's products properly according to their satisfaction?</div>	<div>How can we get as much feedback as possible while maintaining available relations with the client?</div> <div>How can we improve the recommendations for the clients?</div>

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