

Project Design Phase-II

Customer journey Map

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| Date | 08-11-2022 |
| Team ID | PNT2022TMID29054 |
| 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.

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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 tasking, location, delivery and setting | Entice How does someone initially become aware of this process? | Enter What do people experience as they begin the process? | Engage In the core elements 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 do (what typically happens)? | Entice How does someone initially become aware of this process? - How did you hear about this? - How did you find out about this? - How did you find out about this? - How did you find out about this? | Enter What do people experience as they begin the process? - How did you feel about this? - How did you feel about this? - How did you feel about this? - How did you feel about this? | Engage In the core elements of the process, what happens? - How did you feel about this? - How did you feel about this? - How did you feel about this? - How did you feel about this? | Exit What do people typically experience as the process finishes? - How did you feel about this? - How did you feel about this? - How did you feel about this? - How did you feel about this? | Extend What happens after the experience is over? - How did you feel about this? - How did you feel about this? - How did you feel about this? - How did you feel about this? |
| 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? | Entice How does someone initially become aware of this process? - How did you hear about this? - How did you find out about this? - How did you find out about this? - How did you find out about this? | Enter What do people experience as they begin the process? - How did you feel about this? - How did you feel about this? - How did you feel about this? - How did you feel about this? | Engage In the core elements of the process, what happens? - How did you feel about this? - How did you feel about this? - How did you feel about this? - How did you feel about this? | Exit What do people typically experience as the process finishes? - How did you feel about this? - How did you feel about this? - How did you feel about this? - How did you feel about this? | Extend What happens after the experience is over? - How did you feel about this? - How did you feel about this? - How did you feel about this? - How did you feel about this? |
| Goals & motivations At each step, what is a person's primary goal or motivation? - What are they trying to achieve? - What are they trying to achieve? - What are they trying to achieve? | Entice How does someone initially become aware of this process? - How did you hear about this? - How did you find out about this? - How did you find out about this? - How did you find out about this? | Enter What do people experience as they begin the process? - How did you feel about this? - How did you feel about this? - How did you feel about this? - How did you feel about this? | Engage In the core elements of the process, what happens? - How did you feel about this? - How did you feel about this? - How did you feel about this? - How did you feel about this? | Exit What do people typically experience as the process finishes? - How did you feel about this? - How did you feel about this? - How did you feel about this? - How did you feel about this? | Extend What happens after the experience is over? - How did you feel about this? - How did you feel about this? - How did you feel about this? - How did you feel about this? |
| Positive moments What does this step feel like? What are the positive moments? - What are the positive moments? - What are the positive moments? - What are the positive moments? | Entice How does someone initially become aware of this process? - How did you hear about this? - How did you find out about this? - How did you find out about this? - How did you find out about this? | Enter What do people experience as they begin the process? - How did you feel about this? - How did you feel about this? - How did you feel about this? - How did you feel about this? | Engage In the core elements of the process, what happens? - How did you feel about this? - How did you feel about this? - How did you feel about this? - How did you feel about this? | Exit What do people typically experience as the process finishes? - How did you feel about this? - How did you feel about this? - How did you feel about this? - How did you feel about this? | Extend What happens after the experience is over? - How did you feel about this? - How did you feel about this? - How did you feel about this? - How did you feel about this? |
| Negative moments What does this step feel like? What are the negative moments? - What are the negative moments? - What are the negative moments? - What are the negative moments? | Entice How does someone initially become aware of this process? - How did you hear about this? - How did you find out about this? - How did you find out about this? - How did you find out about this? | Enter What do people experience as they begin the process? - How did you feel about this? - How did you feel about this? - How did you feel about this? - How did you feel about this? | Engage In the core elements of the process, what happens? - How did you feel about this? - How did you feel about this? - How did you feel about this? - How did you feel about this? | Exit What do people typically experience as the process finishes? - How did you feel about this? - How did you feel about this? - How did you feel about this? - How did you feel about this? | Extend What happens after the experience is over? - How did you feel about this? - How did you feel about this? - How did you feel about this? - How did you feel about this? |
| Areas of opportunity How might we make each step better? What ideas do we have? - What ideas do we have? - What ideas do we have? - What ideas do we have? | Entice How does someone initially become aware of this process? - How did you hear about this? - How did you find out about this? - How did you find out about this? - How did you find out about this? | Enter What do people experience as they begin the process? - How did you feel about this? - How did you feel about this? - How did you feel about this? - How did you feel about this? | Engage In the core elements of the process, what happens? - How did you feel about this? - How did you feel about this? - How did you feel about this? - How did you feel about this? | Exit What do people typically experience as the process finishes? - How did you feel about this? - How did you feel about this? - How did you feel about this? - How did you feel about this? | Extend What happens after the experience is over? - How did you feel about this? - How did you feel about this? - How did you feel about this? - How did you feel about this? |