

Project Design Phase-II

Customer journey Map

Date	15 October 2022
Team ID	PNT2022TMID40106
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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2 Shows template feedback

Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In this **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 How does someone usually become aware of this product?	Engage What do people experience as they begin the process?	Exit What do people typically experience as the process finishes?	Extend What features offer the experience is over?
Steps What does the person do (or go through) to complete the process? <div> <div>Message to go</div> <div>Message to go</div> <div>Message to go</div> <div>Message to go</div> </div>	Enter How does someone usually become aware of this product? <div> <div>Message to go</div> <div>Message to go</div> <div>Message to go</div> <div>Message to go</div> </div>	Engage What do people experience as they begin the process? <div> <div>Message to go</div> <div>Message to go</div> <div>Message to go</div> <div>Message to go</div> </div>	Exit What do people typically experience as the process finishes? <div> <div>Message to go</div> <div>Message to go</div> <div>Message to go</div> <div>Message to go</div> </div>	Extend What features offer the experience is over? <div> <div>Message to go</div> <div>Message to go</div> <div>Message to go</div> <div>Message to go</div> </div>
Interactions What interactions do they have at each step along the way? • People: Who do they see or talk to? • Places: Where do they go? • Things: What digital touchpoints or physical objects would they use?	Enter How does someone usually become aware of this product? <div> <div>Message to go</div> <div>Message to go</div> <div>Message to go</div> <div>Message to go</div> </div>	Engage What do people experience as they begin the process? <div> <div>Message to go</div> <div>Message to go</div> <div>Message to go</div> <div>Message to go</div> </div>	Exit What do people typically experience as the process finishes? <div> <div>Message to go</div> <div>Message to go</div> <div>Message to go</div> <div>Message to go</div> </div>	Extend What features offer the experience is over? <div> <div>Message to go</div> <div>Message to go</div> <div>Message to go</div> <div>Message to go</div> </div>
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Enter How does someone usually become aware of this product? <div> <div>Message to go</div> <div>Message to go</div> <div>Message to go</div> <div>Message to go</div> </div>	Engage What do people experience as they begin the process? <div> <div>Message to go</div> <div>Message to go</div> <div>Message to go</div> <div>Message to go</div> </div>	Exit What do people typically experience as the process finishes? <div> <div>Message to go</div> <div>Message to go</div> <div>Message to go</div> <div>Message to go</div> </div>	Extend What features offer the experience is over? <div> <div>Message to go</div> <div>Message to go</div> <div>Message to go</div> <div>Message to go</div> </div>
Positive moments What does a person enjoy most about the experience, and why? (e.g., "I love how easy it is to use.")	Enter How does someone usually become aware of this product? <div> <div>Message to go</div> <div>Message to go</div> <div>Message to go</div> <div>Message to go</div> </div>	Engage What do people experience as they begin the process? <div> <div>Message to go</div> <div>Message to go</div> <div>Message to go</div> <div>Message to go</div> </div>	Exit What do people typically experience as the process finishes? <div> <div>Message to go</div> <div>Message to go</div> <div>Message to go</div> <div>Message to go</div> </div>	Extend What features offer the experience is over? <div> <div>Message to go</div> <div>Message to go</div> <div>Message to go</div> <div>Message to go</div> </div>
Negative moments What does a person dislike most about the experience, and why? (e.g., "I hate how slow it is to use.")	Enter How does someone usually become aware of this product? <div> <div>Message to go</div> <div>Message to go</div> <div>Message to go</div> <div>Message to go</div> </div>	Engage What do people experience as they begin the process? <div> <div>Message to go</div> <div>Message to go</div> <div>Message to go</div> <div>Message to go</div> </div>	Exit What do people typically experience as the process finishes? <div> <div>Message to go</div> <div>Message to go</div> <div>Message to go</div> <div>Message to go</div> </div>	Extend What features offer the experience is over? <div> <div>Message to go</div> <div>Message to go</div> <div>Message to go</div> <div>Message to go</div> </div>
Areas of opportunity How might we make each step better? What ideas do we have? What time, effort, or resources?	Enter How does someone usually become aware of this product? <div> <div>Message to go</div> <div>Message to go</div> <div>Message to go</div> <div>Message to go</div> </div>	Engage What do people experience as they begin the process? <div> <div>Message to go</div> <div>Message to go</div> <div>Message to go</div> <div>Message to go</div> </div>	Exit What do people typically experience as the process finishes? <div> <div>Message to go</div> <div>Message to go</div> <div>Message to go</div> <div>Message to go</div> </div>	Extend What features offer the experience is over? <div> <div>Message to go</div> <div>Message to go</div> <div>Message to go</div> <div>Message to go</div> </div>