

Customer journey Map

Date	13 October 2022
Team ID	PNT2022TMID03314
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.

Consider partnering with:

- 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.

SCENARIO tracking, location, delivery and rating	Enter How does someone usually become aware of this product?	Engage What are some moments in the process when people?	Exit What do people significantly experience as the process finishes?	Extend What happens after the experience is over?	
Steps What does the person (or group) typically experience? <ul style="list-style-type: none"> 1. Initial contact 2. Research and discovery 3. Consideration and evaluation 4. Purchase and onboarding 5. Usage and engagement 6. Support and feedback 7. Retention and loyalty 8. Advocacy and referral 	Interactions What interactions do they have at each step along the way? <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? 	Goals & motivations In each step, what is a person's primary goal or motivation? (Remember, "or" things are allowed.) <ul style="list-style-type: none"> 1. Initial contact 2. Research and discovery 3. Consideration and evaluation 4. Purchase and onboarding 5. Usage and engagement 6. Support and feedback 7. Retention and loyalty 8. Advocacy and referral 	Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, surprising, or useful? <ul style="list-style-type: none"> 1. Initial contact 2. Research and discovery 3. Consideration and evaluation 4. Purchase and onboarding 5. Usage and engagement 6. Support and feedback 7. Retention and loyalty 8. Advocacy and referral 	Negative moments What steps does a typical person find frustrating, confusing, engaging, costly, or time-consuming? <ul style="list-style-type: none"> 1. Initial contact 2. Research and discovery 3. Consideration and evaluation 4. Purchase and onboarding 5. Usage and engagement 6. Support and feedback 7. Retention and loyalty 8. Advocacy and referral 	Areas of opportunity How might we make each step better? What could we do to help? What have others suggested? <ul style="list-style-type: none"> 1. Initial contact 2. Research and discovery 3. Consideration and evaluation 4. Purchase and onboarding 5. Usage and engagement 6. Support and feedback 7. Retention and loyalty 8. Advocacy and referral

Show template feedback