

## Customer journey Map

<b>Date</b>	<b>19 October 2022</b>
<b>Team ID</b>	<b>PNT2022TMID01276</b>
<b>Project Name</b>	<b>Project - Data Analytics for DHL logistics facilities</b>
<b>Maximum Marks</b>	<b>4 Marks</b>

**Template**

## 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 rating	Enter What do customers already know about this process?	Enter What do people already know as they begin the process?	Engage What do people do in the core moment of the experience as they happen?	Exit What do people do in the core moment of the experience as they leave the process behind?	Extend What happens after the experience is over?
<b>Steps</b> What does the person (or group) typically experience? <ul style="list-style-type: none"> <li>1. [Step 1 description]</li> <li>2. [Step 2 description]</li> <li>3. [Step 3 description]</li> <li>4. [Step 4 description]</li> </ul>	<b>Enter</b> What do customers already know about this process? <ul style="list-style-type: none"> <li>1. [Step 1 description]</li> <li>2. [Step 2 description]</li> <li>3. [Step 3 description]</li> <li>4. [Step 4 description]</li> </ul>	<b>Engage</b> What do people do in the core moment of the experience as they happen? <ul style="list-style-type: none"> <li>1. [Step 1 description]</li> <li>2. [Step 2 description]</li> <li>3. [Step 3 description]</li> <li>4. [Step 4 description]</li> </ul>	<b>Exit</b> What do people do in the core moment of the experience as they leave the process behind? <ul style="list-style-type: none"> <li>1. [Step 1 description]</li> <li>2. [Step 2 description]</li> <li>3. [Step 3 description]</li> <li>4. [Step 4 description]</li> </ul>	<b>Extend</b> What happens after the experience is over? <ul style="list-style-type: none"> <li>1. [Step 1 description]</li> <li>2. [Step 2 description]</li> <li>3. [Step 3 description]</li> <li>4. [Step 4 description]</li> </ul>	
<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 touchpoints or physical objects would they use?</li> </ul>	<b>Enter</b> What do customers already know about this process? <ul style="list-style-type: none"> <li>1. [Step 1 description]</li> <li>2. [Step 2 description]</li> <li>3. [Step 3 description]</li> <li>4. [Step 4 description]</li> </ul>	<b>Engage</b> What do people do in the core moment of the experience as they happen? <ul style="list-style-type: none"> <li>1. [Step 1 description]</li> <li>2. [Step 2 description]</li> <li>3. [Step 3 description]</li> <li>4. [Step 4 description]</li> </ul>	<b>Exit</b> What do people do in the core moment of the experience as they leave the process behind? <ul style="list-style-type: none"> <li>1. [Step 1 description]</li> <li>2. [Step 2 description]</li> <li>3. [Step 3 description]</li> <li>4. [Step 4 description]</li> </ul>	<b>Extend</b> What happens after the experience is over? <ul style="list-style-type: none"> <li>1. [Step 1 description]</li> <li>2. [Step 2 description]</li> <li>3. [Step 3 description]</li> <li>4. [Step 4 description]</li> </ul>	
<b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...") <ul style="list-style-type: none"> <li>1. [Step 1 description]</li> <li>2. [Step 2 description]</li> <li>3. [Step 3 description]</li> <li>4. [Step 4 description]</li> </ul>	<b>Enter</b> What do customers already know about this process? <ul style="list-style-type: none"> <li>1. [Step 1 description]</li> <li>2. [Step 2 description]</li> <li>3. [Step 3 description]</li> <li>4. [Step 4 description]</li> </ul>	<b>Engage</b> What do people do in the core moment of the experience as they happen? <ul style="list-style-type: none"> <li>1. [Step 1 description]</li> <li>2. [Step 2 description]</li> <li>3. [Step 3 description]</li> <li>4. [Step 4 description]</li> </ul>	<b>Exit</b> What do people do in the core moment of the experience as they leave the process behind? <ul style="list-style-type: none"> <li>1. [Step 1 description]</li> <li>2. [Step 2 description]</li> <li>3. [Step 3 description]</li> <li>4. [Step 4 description]</li> </ul>	<b>Extend</b> What happens after the experience is over? <ul style="list-style-type: none"> <li>1. [Step 1 description]</li> <li>2. [Step 2 description]</li> <li>3. [Step 3 description]</li> <li>4. [Step 4 description]</li> </ul>	
<b>Positive moments</b> What does show a digital person that engages, produces, fulfills, motivates, delights, or excites? <ul style="list-style-type: none"> <li>1. [Step 1 description]</li> <li>2. [Step 2 description]</li> <li>3. [Step 3 description]</li> <li>4. [Step 4 description]</li> </ul>	<b>Enter</b> What do customers already know about this process? <ul style="list-style-type: none"> <li>1. [Step 1 description]</li> <li>2. [Step 2 description]</li> <li>3. [Step 3 description]</li> <li>4. [Step 4 description]</li> </ul>	<b>Engage</b> What do people do in the core moment of the experience as they happen? <ul style="list-style-type: none"> <li>1. [Step 1 description]</li> <li>2. [Step 2 description]</li> <li>3. [Step 3 description]</li> <li>4. [Step 4 description]</li> </ul>	<b>Exit</b> What do people do in the core moment of the experience as they leave the process behind? <ul style="list-style-type: none"> <li>1. [Step 1 description]</li> <li>2. [Step 2 description]</li> <li>3. [Step 3 description]</li> <li>4. [Step 4 description]</li> </ul>	<b>Extend</b> What happens after the experience is over? <ul style="list-style-type: none"> <li>1. [Step 1 description]</li> <li>2. [Step 2 description]</li> <li>3. [Step 3 description]</li> <li>4. [Step 4 description]</li> </ul>	
<b>Negative moments</b> What traps show a digital person and frustrates, confuses, empowers, irritates, or annoys? <ul style="list-style-type: none"> <li>1. [Step 1 description]</li> <li>2. [Step 2 description]</li> <li>3. [Step 3 description]</li> <li>4. [Step 4 description]</li> </ul>	<b>Enter</b> What do customers already know about this process? <ul style="list-style-type: none"> <li>1. [Step 1 description]</li> <li>2. [Step 2 description]</li> <li>3. [Step 3 description]</li> <li>4. [Step 4 description]</li> </ul>	<b>Engage</b> What do people do in the core moment of the experience as they happen? <ul style="list-style-type: none"> <li>1. [Step 1 description]</li> <li>2. [Step 2 description]</li> <li>3. [Step 3 description]</li> <li>4. [Step 4 description]</li> </ul>	<b>Exit</b> What do people do in the core moment of the experience as they leave the process behind? <ul style="list-style-type: none"> <li>1. [Step 1 description]</li> <li>2. [Step 2 description]</li> <li>3. [Step 3 description]</li> <li>4. [Step 4 description]</li> </ul>	<b>Extend</b> What happens after the experience is over? <ul style="list-style-type: none"> <li>1. [Step 1 description]</li> <li>2. [Step 2 description]</li> <li>3. [Step 3 description]</li> <li>4. [Step 4 description]</li> </ul>	
<b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested? <ul style="list-style-type: none"> <li>1. [Step 1 description]</li> <li>2. [Step 2 description]</li> <li>3. [Step 3 description]</li> <li>4. [Step 4 description]</li> </ul>	<b>Enter</b> What do customers already know about this process? <ul style="list-style-type: none"> <li>1. [Step 1 description]</li> <li>2. [Step 2 description]</li> <li>3. [Step 3 description]</li> <li>4. [Step 4 description]</li> </ul>	<b>Engage</b> What do people do in the core moment of the experience as they happen? <ul style="list-style-type: none"> <li>1. [Step 1 description]</li> <li>2. [Step 2 description]</li> <li>3. [Step 3 description]</li> <li>4. [Step 4 description]</li> </ul>	<b>Exit</b> What do people do in the core moment of the experience as they leave the process behind? <ul style="list-style-type: none"> <li>1. [Step 1 description]</li> <li>2. [Step 2 description]</li> <li>3. [Step 3 description]</li> <li>4. [Step 4 description]</li> </ul>	<b>Extend</b> What happens after the experience is over? <ul style="list-style-type: none"> <li>1. [Step 1 description]</li> <li>2. [Step 2 description]</li> <li>3. [Step 3 description]</li> <li>4. [Step 4 description]</li> </ul>	