

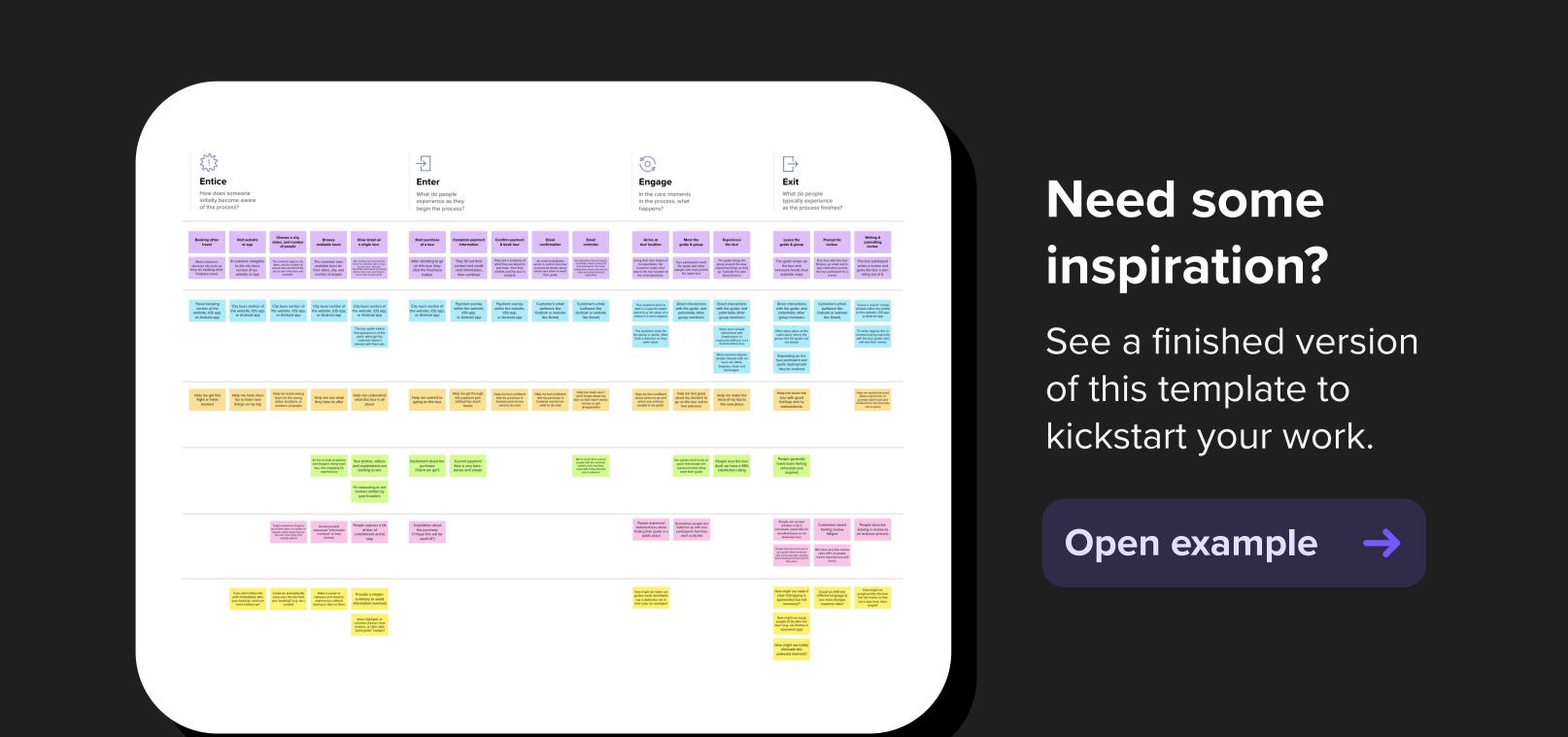
experience Journey map

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.

Created in partnership with

Product School

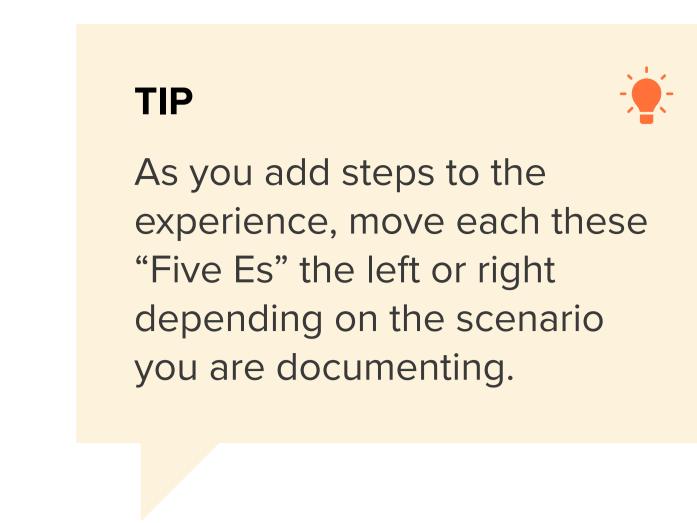
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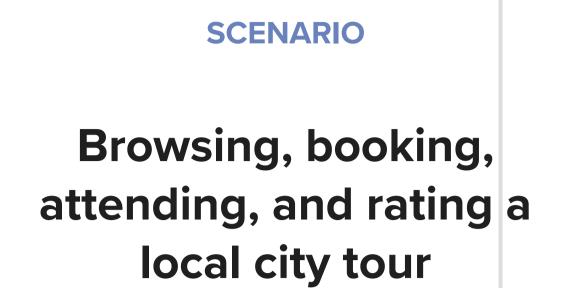


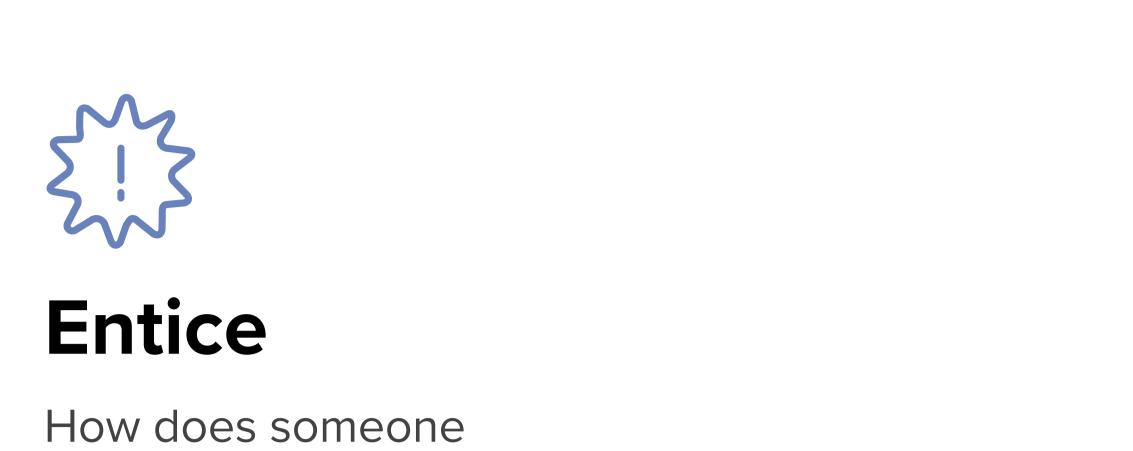


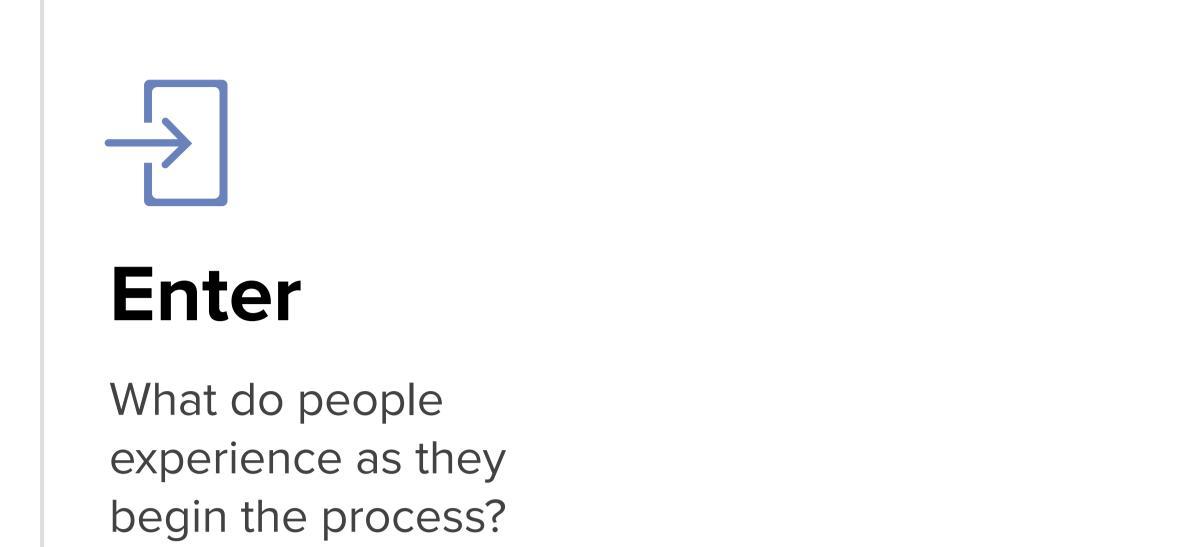
Document an existing experience

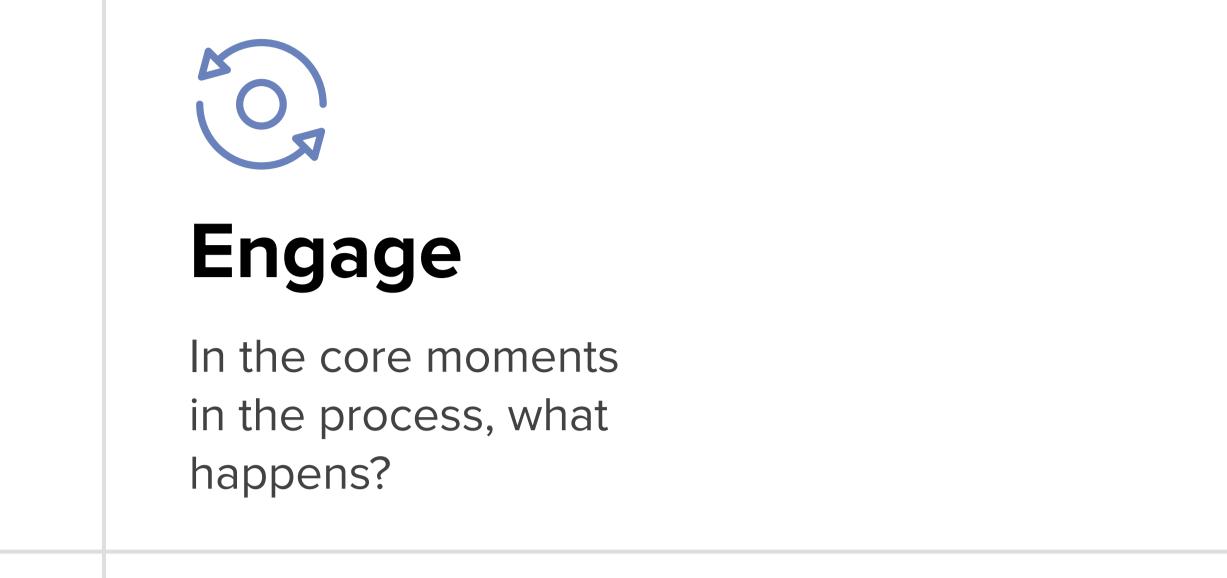
Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.



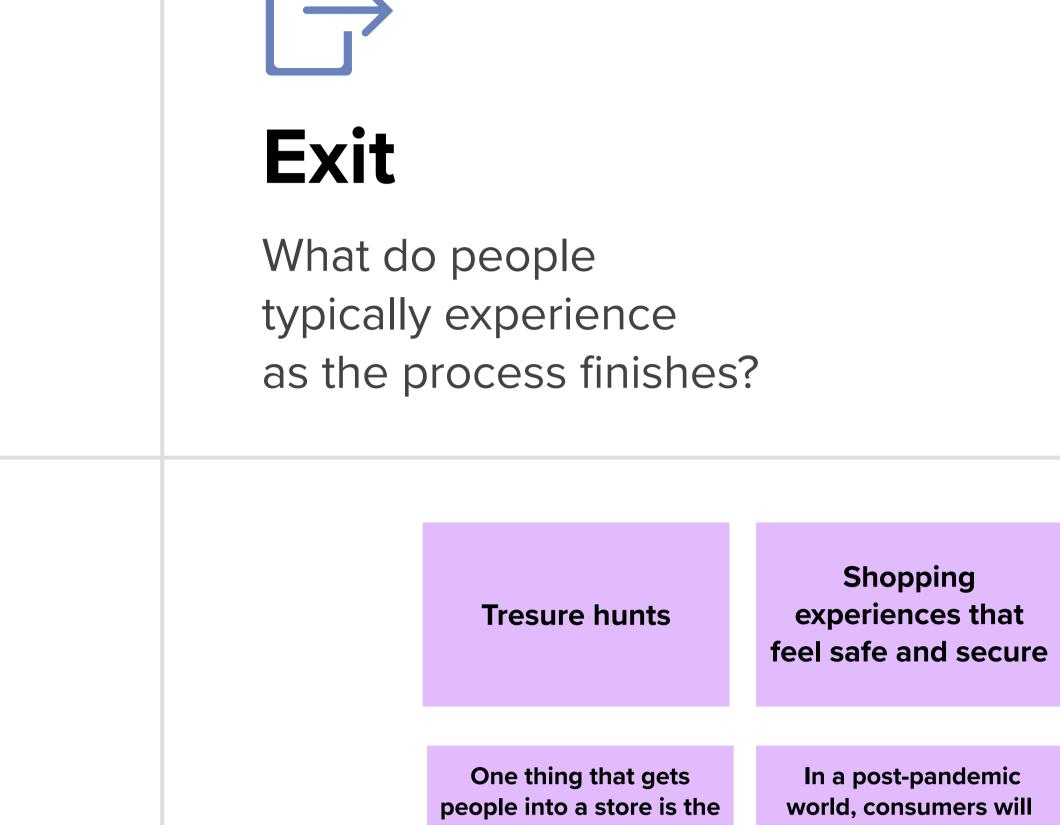


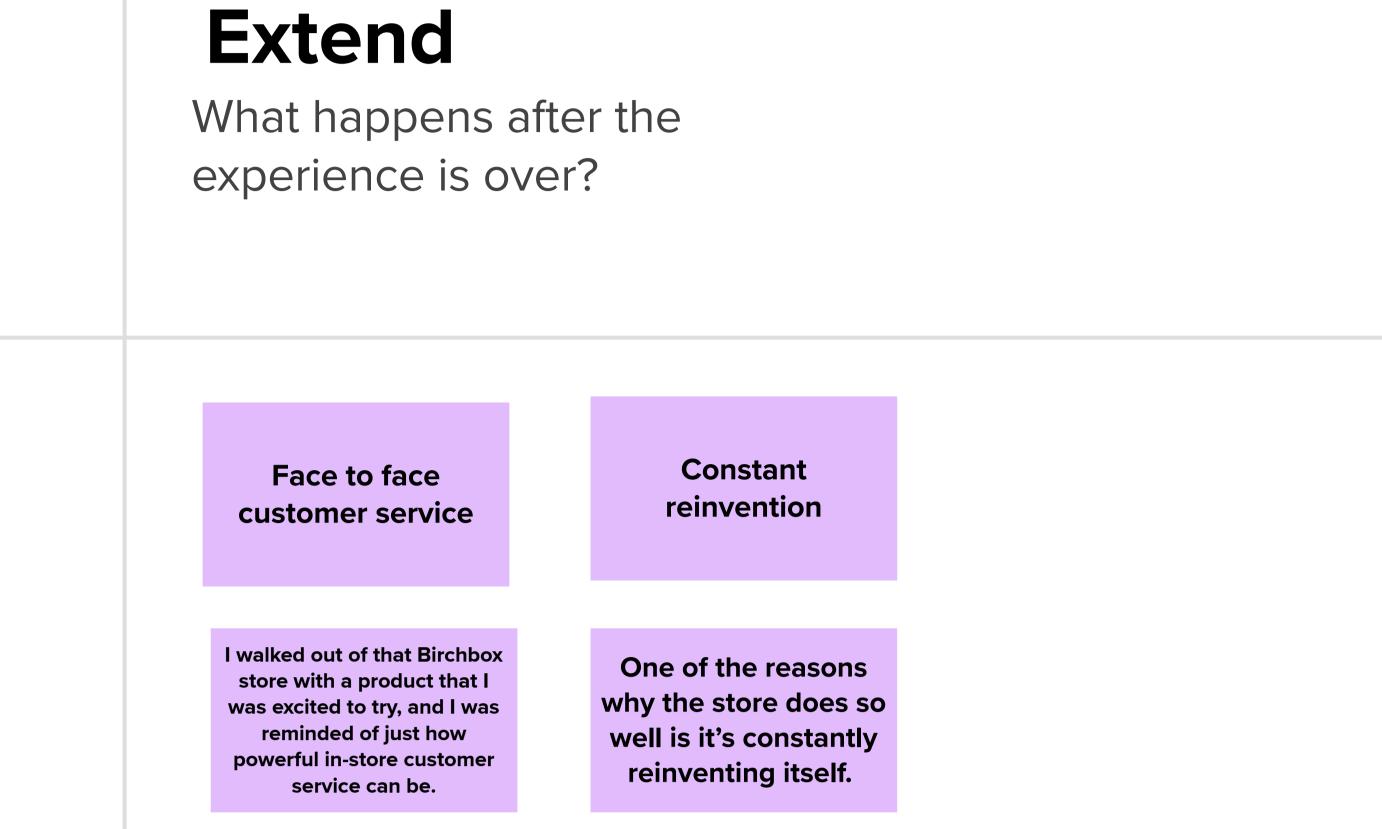


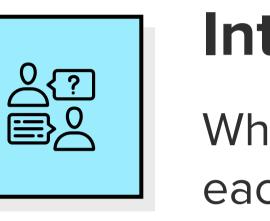




A store team-







Interactions What interactions do they have at

Steps
What does the person (or group)

typically experience?

- People: Who do they see or talk to?
- Places: Where are they? Things: What digital touchpoints or

physical objects would they use?



Involve your sales staff in your strategy to improve the checkout experience at your retail store.

While self-awareness plays a critical role in how we understand ourselves and how we relate to others and the world, excessive self-consciousness can result in challenges such as anxiety and stress

The form of conscious experience is determined by the activity that attention performs to detect the variations of the self"

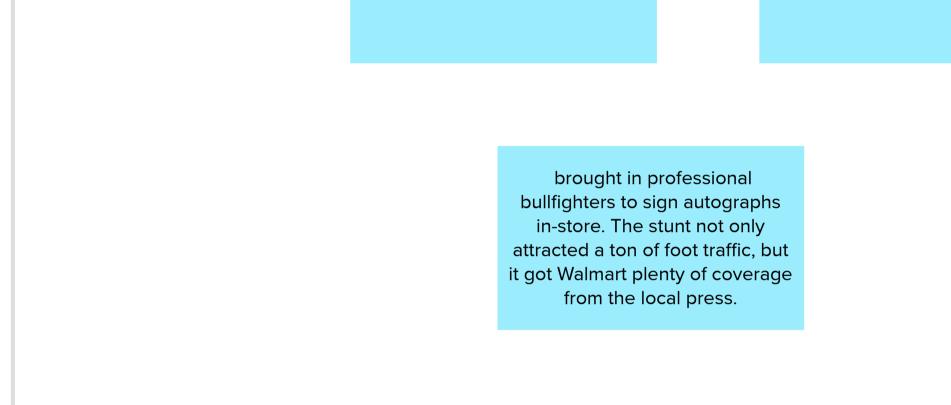
initially become aware

of this process?



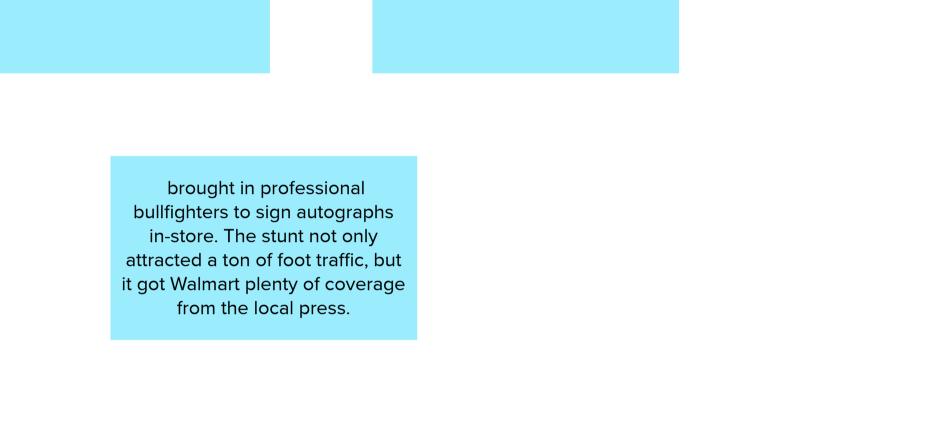


Delight customers with these retail checkout counter tips



Every retailer wants an exceptional customer experience. But not every retailer has thought through what this should look like in every store.

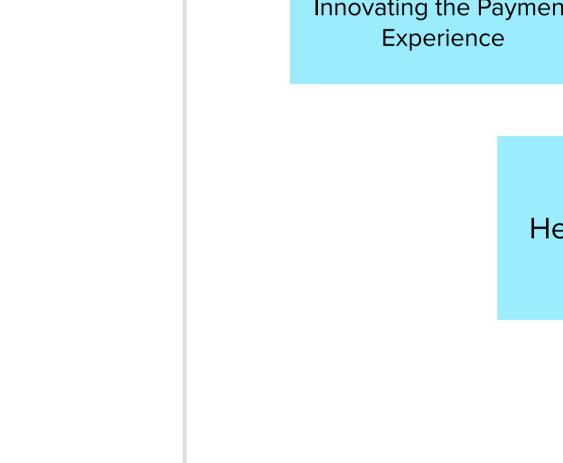
All retailers send guidelines and instructions to their stores. The problem arises when they're not in a format that facilitates easy in-store execution.



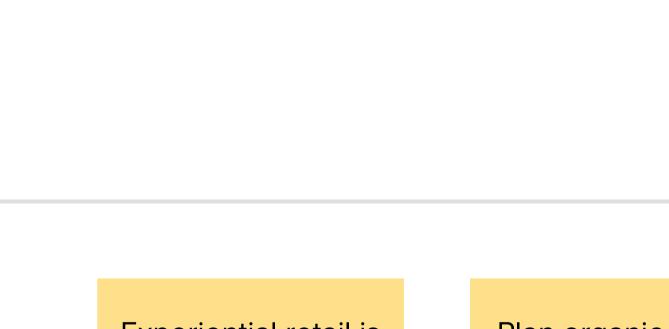


Boost the appearance of your checkout counter with an advanced POS system

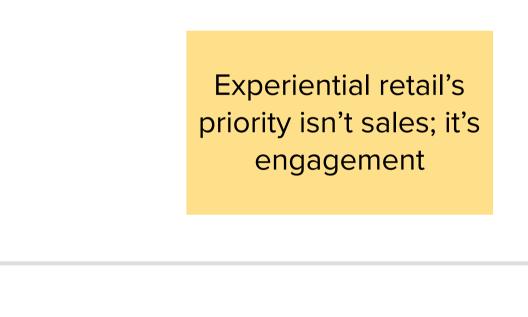
excitement that comes continue coming back to retailers that make them product or deal. feel safe and secure.

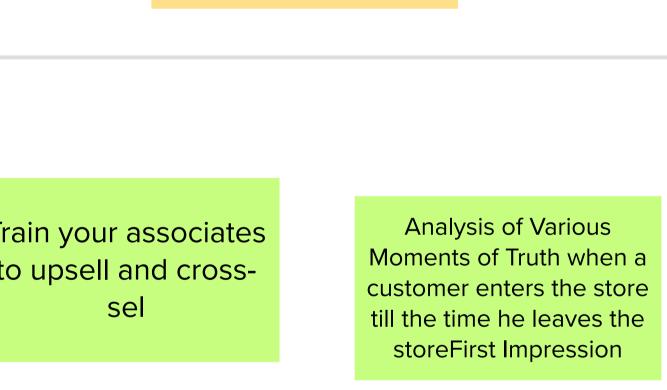


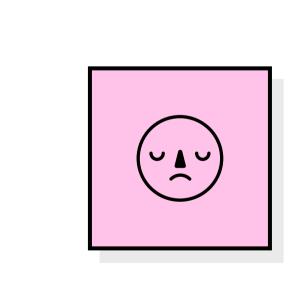












Positive moments

find enjoyable, productive, fun,

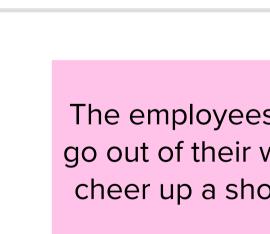
Goals & motivations

("Help me..." or "Help me avoid...")

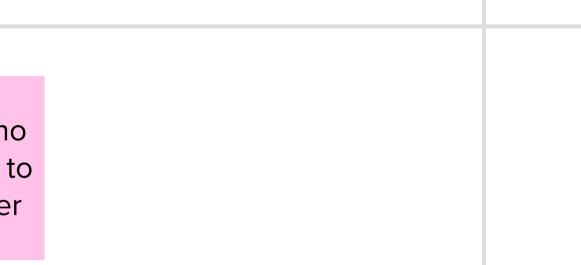
What have others suggested?

motivating, delightful, or exciting?



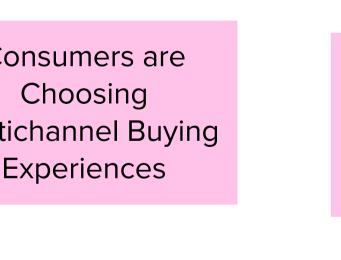


A career in retail management can be developed as a store manager, retail managers, retail buyers, retail designers, visual merchandisers, merchandise planning and product developers. It generates huge employment opportunities.



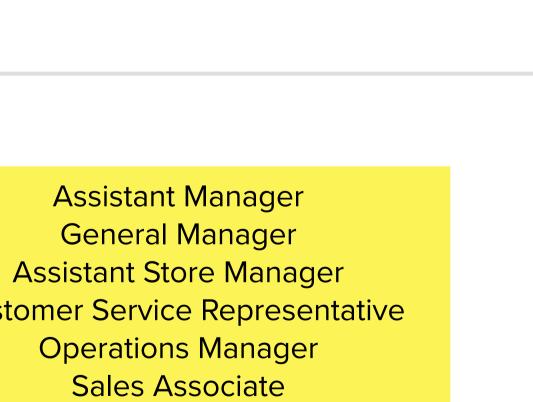












Manager

District Manager

