



Date	3 October 2022
Team ID	PNT2022TMID00577
Project Name	Data Analytics for DHL logistics facilities
Maximum Marks	4 Marks

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 tracking, location, delivery and rating.	Entice How does someone initially become aware of this process?	Enter What is people's experience as they begin the process?	Engage In the core moments 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 steps does the person (or group) typically experience?	RESEARCH / LEAD Researching the product, service, or company. Finding the right product, service, or company. Contacting the company. Understanding the process.	PLACING THE ORDER Placing the order. Confirming the order. Paying for the order. Receiving the order.	RECEIVING THE ORDER Receiving the order. Using the product, service, or company. Providing feedback. Receiving feedback.	POST-ORDER SUPPORT Post-order support. Resolving issues. Providing feedback. Receiving feedback.	RECOMMENDING TO OTHERS Recommending to others. Providing feedback. Receiving feedback.
Interactions What experiences 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?	Website, social media, email, phone, in-person, etc.	Website, app, phone, in-person, etc.	Website, app, phone, in-person, etc.	Website, app, phone, in-person, etc.	Website, app, phone, in-person, etc.
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Find the right product, service, or company. Understand the process. Contact the company.	Place the order. Confirm the order. Pay for the order. Receive the order.	Use the product, service, or company. Provide feedback. Receive feedback.	Post-order support. Resolve issues. Provide feedback. Receive feedback.	Recommend to others. Provide feedback. Receive feedback.
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Finding the right product, service, or company. Understanding the process.	Placing the order. Confirming the order.	Receiving the order. Using the product, service, or company.	Post-order support. Resolving issues.	Recommending to others. Providing feedback.
Negative moments What steps does a typical person find frustrating, confusing, annoying, costly, or time-consuming?	Researching the product, service, or company. Finding the right product, service, or company.	Placing the order. Confirming the order.	Receiving the order. Using the product, service, or company.	Post-order support. Resolving issues.	Recommending to others. Providing feedback.
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Simplify the research process. Make it easier to find the right product, service, or company.	Simplify the ordering process. Make it easier to place and confirm orders.	Simplify the delivery process. Make it easier to receive and use the product, service, or company.	Simplify the post-order support process. Make it easier to resolve issues and provide feedback.	Simplify the recommendation process. Make it easier to recommend to others and provide feedback.