

Requirement Analysis

Customer Journey Map

Date	18 th June 2025
Team ID	LTVIP2025TMID47637
Project Name	Strategic Product Placement Analysis: Unveiling Sales Impact with Tableau Visualization

Customer Journey Map:

The customer journey in our project begins when shoppers enter a retail store and interact with product placements. Using sales data, we mapped key touchpoints from product discovery to purchase analyzing how placement impacts decision-making. Our visual dashboards highlight where customers engage most, helping retailers optimize shelf layouts and improve the overall shopping experience.

 Scenario (Building experience through a product or service)	 Entice How does someone become aware of this service?	 Enter What do people experience as they begin the process?	 Engage In the core moments in the process, what happens?	 Exit What do people typically experience as the process finishes?	 Extend What happens after the experience is over?
 Experience steps What does the person (or people) at the center of this scenario typically experience in each step?	Uploading dataset, choosing filters, viewing charts	Customer uploads Excel file	<ul style="list-style-type: none">Browses shelves / dashboard chartsUses filters to explore itemsAdds items to cart / shortlists products	<ul style="list-style-type: none">Moves to checkoutCompletes paymentReceives receipt or download	<ul style="list-style-type: none">Gets thank-you message or emailShares feedbackMay return for offers
 Interactions <ul style="list-style-type: none">What interactions 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 do they use?	Talks with store assistant or uses dashboard filters (People/Places)	Sees upload screen and button	<ul style="list-style-type: none">Compares items or views chartsAsks store assistant or uses filter toolsChecks product reviews or tooltips	<ul style="list-style-type: none">Talks to cashier / interacts with POSFinal confirmation screen	<ul style="list-style-type: none">Email, SMS, feedback formLoyalty program or coupons
 Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "I help my avoid...")	"Help me find top products" or "Show sales trends clearly"	Wants to clean and prepare data	<ul style="list-style-type: none">Wants the best value optionSeeks clarity and speedWants simple comparisons	<ul style="list-style-type: none">Wants fast & smooth checkoutSeeks confirmation of deal or value	<ul style="list-style-type: none">Wants to feel valuedInterested in future offers or benefits
 Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Dashboard loads fast, easy-to-read charts	System auto-detects columns	<ul style="list-style-type: none">Items are grouped wellCharts are clear and responsiveQuick responses from assistants or UI	<ul style="list-style-type: none">Easy billingHelpful staff / clear billing summary	<ul style="list-style-type: none">Received discount for next timeAppreciates personalized message
 Negative moments What steps does a typical person find frustrating, confusing, annoying, costly, or time-consuming?	Filter crashes, too many columns, slow loading	No error message if wrong file uploaded	<ul style="list-style-type: none">Filters don't work properlyItems are misplacedToo much scrolling or clutter	<ul style="list-style-type: none">Long queuesSurprise chargesSystem lag during payment	<ul style="list-style-type: none">Gets too many emailsNo response after feedback
 Areas of opportunity How can we make each step better than it is so that the whole experience is improved?	Add tooltips, highlight best deals, improve mobile view	Add file format guidelines	<ul style="list-style-type: none">Improve filter layoutAdd "compare" featureUse product highlights or tooltips	<ul style="list-style-type: none">Add express checkoutShow clear bill summaryReduce form fields / steps	<ul style="list-style-type: none">Send targeted offersProvide thank-you couponAsk for quick 1-question feedback