

Requirement Analysis

Customer Journey Map

Date	18 th June 2025
Team ID	LTVIP2025TMID51790
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 decisionmaking. Our visual dashboards highlight where customers engage most, helping retailers optimize shelf layouts and improve the overall shopping experience.

Scenario: (Existing 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 charts Uses filters to explore items Adds items to cart / shortlists products 	<ul style="list-style-type: none"> Moves to checkout Completes payment Receives receipt or download 	<ul style="list-style-type: none"> Gets thank-you message or email Shares feedback May 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 charts Asks store assistant or uses filter tools Checks product reviews or tooltips 	<ul style="list-style-type: none"> Talks to cashier / interacts with POS Final confirmation screen 	<ul style="list-style-type: none"> Email, SMS, feedback form Loyalty program or coupons
Goals & motivations At each step, what is a person's primary goal or motivation? (What do they want to achieve?)	"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 option Seeks clarity and speed Wants simple comparisons 	<ul style="list-style-type: none"> Wants fast & smooth checkout Seeks confirmation of deal or value 	<ul style="list-style-type: none"> Wants to feel valued Interested in future offers or benefits
Positive moments What steps does a typical person find enjoyable, productive, fun, challenging, delightful, or exciting?	Dashboard loads fast, easy-to-read charts	System auto-detects columns	<ul style="list-style-type: none"> Items are grouped well Charts are clear and responsive Quick responses from assistants or UI 	<ul style="list-style-type: none"> Easy billing Helpful staff / clear billing summary 	<ul style="list-style-type: none"> Received discount for next time Appreciates personalized message
Negative moments What 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 properly Items are misplaced Too much scrolling or clutter 	<ul style="list-style-type: none"> Long queues Surprise charges System lag during payment 	<ul style="list-style-type: none"> Gets too many emails No response after feedback
Areas of opportunity How might we make each step better? What ideas do we have to improve the experience?	Add tooltips, highlight best deals, improve mobile view	Add file format guidelines	<ul style="list-style-type: none"> Improve filter layout Add "compare" feature Use product highlights or tooltips 	<ul style="list-style-type: none"> Add express checkout Show clear bill summary Reduce form fields / steps 	<ul style="list-style-type: none"> Send targeted offers Provide thank-you coupon Ask for quick 1-question feedback