

# Customer Journey Map

Date	09 February 2026
Team ID	LTVIP2026TMIDS53841
Project Name	strategic product placement analysis: unveiling sales impact with tableau visualization.
Maximum Marks	4 Marks

Scenario: (Existing experience through a product or service)	Enter	Engage	Exit	Extend
<p><b>Scenario:</b> (Existing experience through a product or service)</p> <p><b>Enter</b> How does someone become aware of this service?</p> <p><b>Engage</b> What do people experience as they begin the process?</p> <p><b>Exit</b> What do people typically experience as the process finishes?</p> <p><b>Extend</b> What happens after the experience is over?</p>	<p><b>Enter</b> How does someone become aware of this service?</p> <p><b>Engage</b> What do people experience as they begin the process?</p> <p><b>Exit</b> What do people typically experience as the process finishes?</p> <p><b>Extend</b> What happens after the experience is over?</p>	<p><b>Enter</b> How does someone become aware of this service?</p> <p><b>Engage</b> What do people experience as they begin the process?</p> <p><b>Exit</b> What do people typically experience as the process finishes?</p> <p><b>Extend</b> What happens after the experience is over?</p>	<p><b>Enter</b> How does someone become aware of this service?</p> <p><b>Engage</b> What do people experience as they begin the process?</p> <p><b>Exit</b> What do people typically experience as the process finishes?</p> <p><b>Extend</b> What happens after the experience is over?</p>	<p><b>Enter</b> How does someone become aware of this service?</p> <p><b>Engage</b> What do people experience as they begin the process?</p> <p><b>Exit</b> What do people typically experience as the process finishes?</p> <p><b>Extend</b> What happens after the experience is over?</p>
<p><b>Experience steps</b> What does the person or people at the center of this scenario typically experience in each step?</p> <p><b>Interactions</b> What interactions do they have at each step along the way?</p> <p><b>People</b> Who do they use or talk to?</p> <p><b>Places</b> Where are they?</p> <p><b>Things</b> What digital touchpoints or physical objects do they use?</p>	<p><b>Experience steps</b> What does the person or people at the center of this scenario typically experience in each step?</p> <p><b>Interactions</b> What interactions do they have at each step along the way?</p> <p><b>People</b> Who do they use or talk to?</p> <p><b>Places</b> Where are they?</p> <p><b>Things</b> What digital touchpoints or physical objects do they use?</p>	<p><b>Experience steps</b> What does the person or people at the center of this scenario typically experience in each step?</p> <p><b>Interactions</b> What interactions do they have at each step along the way?</p> <p><b>People</b> Who do they use or talk to?</p> <p><b>Places</b> Where are they?</p> <p><b>Things</b> What digital touchpoints or physical objects do they use?</p>	<p><b>Experience steps</b> What does the person or people at the center of this scenario typically experience in each step?</p> <p><b>Interactions</b> What interactions do they have at each step along the way?</p> <p><b>People</b> Who do they use or talk to?</p> <p><b>Places</b> Where are they?</p> <p><b>Things</b> What digital touchpoints or physical objects do they use?</p>	<p><b>Experience steps</b> What does the person or people at the center of this scenario typically experience in each step?</p> <p><b>Interactions</b> What interactions do they have at each step along the way?</p> <p><b>People</b> Who do they use or talk to?</p> <p><b>Places</b> Where are they?</p> <p><b>Things</b> What digital touchpoints or physical objects do they use?</p>
<p><b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</p> <p><b>Positive moments</b> What does a typical person find enjoyable, productive, fun, motivating, enlightening, or exciting?</p> <p><b>Negative moments</b> When does a typical person find frustrating, confusing, angering, costly, or time-consuming?</p> <p><b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?</p>	<p><b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</p> <p><b>Positive moments</b> What does a typical person find enjoyable, productive, fun, motivating, enlightening, or exciting?</p> <p><b>Negative moments</b> When does a typical person find frustrating, confusing, angering, costly, or time-consuming?</p> <p><b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?</p>	<p><b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</p> <p><b>Positive moments</b> What does a typical person find enjoyable, productive, fun, motivating, enlightening, or exciting?</p> <p><b>Negative moments</b> When does a typical person find frustrating, confusing, angering, costly, or time-consuming?</p> <p><b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?</p>	<p><b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</p> <p><b>Positive moments</b> What does a typical person find enjoyable, productive, fun, motivating, enlightening, or exciting?</p> <p><b>Negative moments</b> When does a typical person find frustrating, confusing, angering, costly, or time-consuming?</p> <p><b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?</p>	<p><b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</p> <p><b>Positive moments</b> What does a typical person find enjoyable, productive, fun, motivating, enlightening, or exciting?</p> <p><b>Negative moments</b> When does a typical person find frustrating, confusing, angering, costly, or time-consuming?</p> <p><b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?</p>