REQUIREMENT ANALYSIS

CUSTOMER JOURNEY MAP

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?	Sees toy ads online and in store Hears kids talking about trending toys at school	comparing toys checking prices and reviews	Adding to cart checking out	Receiving giving to the child	Getting relaxed thinks about the customer
Interactions 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?	ADS Social media Youtube	product pages youtube reviews	checkout system credit cards mobile apps delivery options physical checkout counters	instruction manuals Customer support	behaviour how they carry thinga does any damage
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	helps to find that is more suitable for their child	helping customer to buy a needed product	helps to buy quickly secure and confident	feeling relief thinks about their choice	understanding how to handle the people
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	discover a trending toy customer satisfaction good reviews	seeing toys with high ratings	Finding a deal getting fast delivery	Child loves the toy works as expected	customer support profits regarding purchase
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	feeling overwhelmed by options confused and stressed	confusion about quality safety	Item out of stock unclear shipping info	Toy is broken Does not match the description	Bargain
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Use data to highlight top-selling selling trending toys on websites	category wise performance data age wise products	Use forecasting data to improve stock accuracy by season	Encourage reviews collecting feedback to improve future decisions	Tried to satisfy the customer

Product School

See an example