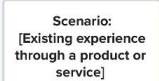










REQUIREMENT ANALYSIS

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

[See an example](#)