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 · Created in partnership with Product School

👁 See an example