**JOURNEY MAP OF SHOP-EZ WEBSITE**

| **Step** | **What does the person experience?** | **Interactions** | **Things (Touchpoints/Objects)** | **Places** | **People** | **Goals & Motivations** | **Positive Moments** | **Negative Moments** | **Areas of Opportunity / Ideas** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **1. Awareness** | Hears about ShopEZ through ads, friends, or influencers | Clicks ad, reads reviews, visits website or app | Ads (Instagram, Google), landing page, app store | Social media, browser | Friends, influencers | *Help me find a reliable shopping site* | Brand looks trustworthy and clean | May ignore ad or mistrust unknown site | Add trust badges, testimonials, first-time coupon |
| **2. Browsing** | Opens app/site, looks at categories or searches products | Types in search, filters, scrolls product list | Homepage, search bar, filters, mobile app | Home, work, commute | Solo user | *Help me explore options easily* | Fun to scroll, appealing images | Too many products or irrelevant results | Show curated results, trending tags, better filters |
| **3. Product Evaluation** | Clicks into product page, reads details and reviews | Reads review, compares products, checks ratings | Product page, rating system, comparison tool | Anywhere | Solo user | *Help me make the right choice* | Seeing "Top-rated" or "Best seller" tags | Review overload, confusing specs | Simplify comparison, show review highlights or badges |
| **4. Add to Cart / Checkout** | Adds to cart, reviews price, applies coupon, pays | Clicks “Add to Cart,” fills in payment & shipping info | Shopping cart, promo code field, payment overlay | At home, work | Possibly talks to support | *Help me complete my purchase securely and easily* | Seeing discount applied, fast payment | Payment errors, failed coupons, slow loading | Simplify payment, auto-apply best coupons, allow UPI/PayLater |
| **5. Order Confirmation** | Receives confirmation email or screen | Gets order details, downloads invoice | Email, confirmation page, push notification | Email inbox, app | None | *Help me know my order is confirmed* | Clear order details + ETA | Unclear or delayed confirmation | Add "Track Order" button instantly, show delivery timeline |
| **6. Waiting for Delivery** | Waits for product, tracks package, builds anticipation | Checks tracking, contacts support if delayed | Tracking page, courier app/email | Home, on the go | Delivery partner, support staff | *Help me stay updated and get it on time* | Seeing tracking updates | No updates, missed delivery, confusion | Send real-time SMS/WhatsApp tracking, alert on delays |
| **7. Receiving Product** | Gets package, opens it, uses item | Unpacks item, checks contents, tries it | Physical product, box, delivery slip | Home | Delivery person | *Help me get what I ordered, in good condition* | Nice packaging, correct item | Damaged or wrong product | Add guide for returns in box, thank-you note inside |
| **8. Post-Purchase / Review** | Uses item, thinks about review | Sees “Write a Review” prompt, clicks rating | Email, app notification, review form | Home | None | *Help me share my experience & earn points maybe* | Rewarded review, simple form | Review fatigue, long forms | Use star + quick tag system, gamify review (e.g., badges) |
| **9. Past Orders & Reorder** | Views order history, repeats a past buy | Clicks reorder or revisit product | Past orders page, product detail | App or web profile | None | *Help me find past purchases easily* | One-click reorder, reorder reminder | Hard to locate old orders | Show reorder button on homepage, birthday-based suggestions |
| **10. Loyalty & Recommendations** | Gets personalized offers or alerts | Receives push/email, browses suggested items | Notification, home screen carousel, deals tab | App or inbox | None | *Help me find useful products I didn’t think of* | Seeing discounts on liked products | Irrelevant or spammy alerts | Personalize better, allow preference control, bundle offers |