

User Scenario Map					
	STAGE 1	STAGE 2	STAGE 3	STAGE 4	STAGE 5
ACTIVITY	User opens the e-commerce website.	User types the desired product in the search bar.	User clicks on a product to view its details.	User decides to purchase and clicks "Add to Cart."	User clicks on the cart to review the items.
ACTION	The homepage displays a range of products, categories, and promotional banners.	The website displays a list of relevant products with sorting options (price, popularity, rating).	The product page shows images, descriptions, price, reviews, and availability.	A confirmation pops up, and the cart updates with the product.	Cart page displays selected products, quantity, price, shipping options, and total cost.
FEELINGS	Curiosity: User wants to find a specific product but is also browsing.	Engaged: User wants to explore different options.	Informed: User needs detailed product information to make a decision.	Satisfied: User has successfully added the product to the cart.	Confident: User reviews their selections and expects an easy checkout process.
NEED	Clear navigation and search functionality to find products quickly.	Accurate and relevant search results with filters.	Clear product descriptions, high-quality images, and customer reviews.	Quick confirmation that the product is added to the cart.	Clear breakdown of items, pricing, and an option to modify the cart.