








Project Design Phase-II

Customer Journey Map

Date	25 June 2025
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Project Name	CRM Application for Jewel Management - (Developer)

Customer Journey Map

Customer Actions	Awareness	Consideration	Selection	Purchase	Delivery	Post-Purchase	Re-engagement
Customer Actions	Browses website, see online ad or gets a referral	Searches jewelry type compares prices/designs	Adds jewelry to wishlist or cart	Enters order confirmation and track shipment	Open jewelry, checks quality or matches with photo	Gets reviews request receipt on order	Gets notifications about offers and festivals
Emotions	 Curious	 Hopeful	 Hopeful	 Anxious	 Excited	 Satisfied	 Selective
Touchpoints	Curious Interested	Website, product page cart	Enters address selects payment method	Checkout form payment	Poor packaging	No option to edit feedback	Spammy or irrelevant offers
Pain Points	Seo google, traffic, engagement m.e.r.t.	Website, product page cart	Payment errors small images	Email, SMS app notifications	Premium tracking missing	Easy review submission with photos	Easy review submission with photos
Opportunities	SEO content, influencer marketing	Limited filters, smart metal weight	Add virtual try on size guide	Email, SMS, app notifications	Premium packaging incov./det	Easy review submission with photos	Personalized notifications based on wishli
Opportunities	SEO content influencer marketing	Add filters* (e.g. price, weight, karat)	Add 3D/AR try-on offer size suggestions	Email, app, SMS	Live tracking Delivery ETA updates	Spammy or irrelevant offers	Personalized notifications based on wishlist