

# Customer Journey Map

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Project Name	Booknest : Where stories nestle
Maximum Marks	

## Customer Journey Map

**Customer Persona:** College Student / Book Lover / Working Professional / Admin

**Product:** BookNest – MERN Stack Online Book Store

**Goal:** Easily search, purchase, and manage books online with a smooth and secure experience..

## Overview Table

**Here is the content in a table format:**

Stage	Touchpoints	Customer Actions	Experience	Pain Points	Opportunities for Improvement
Awareness	Social media, Word-of-mouth, College groups, Posters	Learns about BookNest platform	Curious and interested	Unsure about trust and reliability	Show testimonials, ratings, and secure payment badges
Consideration	Homepage, Book Listings, Search Bar	Browses categories and searches for books	Hopeful and exploring	Too many options or unclear navigation	Add filters (price, category, author) and clean UI layout
Onboarding	Signup/Login Page	Creates account and logs in	Excited but cautious	Complex signup process	Simplify form fields and add Google login (future scope)
Usage	Book Detail Page, Cart, Checkout	Adds books to cart and places order	Productive and satisfied	Cart issues or slow checkout	Optimize performance and auto-save cart
Payment	Checkout Page, Order Confirmation	Page	Enters details and confirms order	Relieved after successful payment	Concern about payment security
Display SSL badge and secure payment message clearly					

Order Tracking	Order History Page, Email Notification	Tracks order status	Confident and assured	Lack of real-time updates	Add live order status tracking
Monitoring	User Profile Dashboard	Views previous purchases and manages account	Organized	Unable to edit certain details easily	Add profile edit and order cancellation options
Support	Contact Page, FAQ, Email	Asks questions about delivery or refunds	Supported	Delayed response time	Add chatbot or quick-help widget
Feedback	Feedback Form, Ratings & Reviews	Rates books and provides suggestions	Engaged	No follow-up on feedback	Add review approval status and thank-you email
Maintenance	Admin Dashboard	Updates books, stock, and order status	Efficient and in control	Manual stock updates can be time-consuming	Add bulk upload feature for books (future scope)