

## Project Design Phase-II

### Customer Journey Map

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Team ID	SWTID1744119659
Project Name	ShopEZ: One-Stop Shop for Online Purchases
Maximum Marks	

#### Customer Journey Map:

This user-centered profile and journey map together illustrate the buying experience of **Shubham Mehta**, a young tech enthusiast and early adopter looking to purchase the **iPhone 16** online.

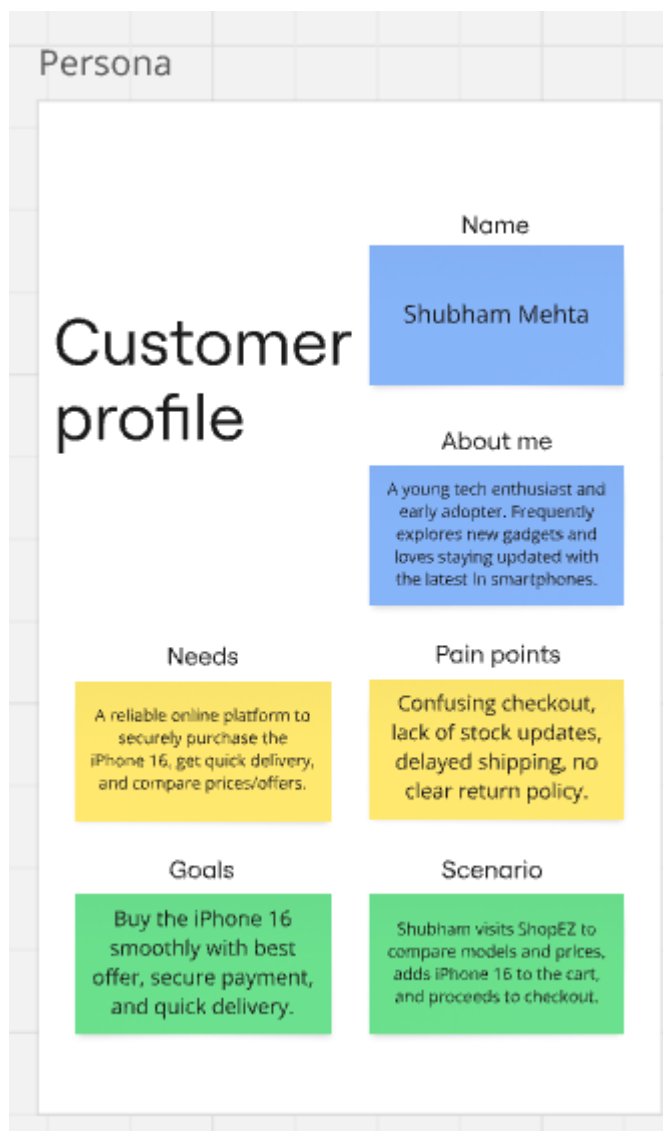
In the **persona**, Shubham seeks a reliable, secure platform with quick delivery and competitive pricing. His **pain points** include confusing checkout flows, delayed shipping, and a lack of clear return policies. His primary **goal** is a smooth and secure purchase process with the best available offer.

The **customer journey map** tracks his experience across four stages—**Discover**, **Consider**, **Purchase**, and **Post-purchase**:

- In the **Discover** stage, Shubham is curious and excited but struggles with a cluttered UI and hard-to-find product listings.
- During **Consideration**, he evaluates trust and value, encountering unclear specs and limited delivery details.
- In the **Purchase** phase, although hopeful, he faces issues like OTP/payment delays and unclear return policies.
- The **Post-purchase** experience varies—he's satisfied if the process is smooth, but disappointed if delays or support issues arise.

Key opportunities for ShopEZ include improving search relevance, simplifying product comparison, streamlining checkout, and providing better post-purchase support.

Together, the persona and journey map offer clear insights into user expectations and areas where ShopEZ can enhance the overall customer experience.



Journey Map									
Journey steps		Stage 1 Discover		Stage 2 Consider		Stage 3 Purchase		Stage 4 Post-purchase	
Story		Shubham searches for iPhone 16 online		Compares prices and reviews on ShopEZ		Adds iPhone 16 to cart and completes the purchase		Waits for delivery and checks order status	
Actions		<div>Actions</div> <div>Visits ShopEZ homepage</div> <div>Uses search bar for iPhone 16</div>		<div>Browses iPhone 16 page, reads reviews</div> <div>Applies filters, checks EMV, checks warranty info</div>		<div>Chooses variant, enters details, pays</div> <div>Receives confirmation email</div>		<div>Tracks delivery, receives product</div> <div>May request product or contact support</div>	
Touchpoints		<div>Touchpoints</div> <div>Homepage, search bar</div>		<div>Product detail page, comparison tools, FAQ</div>		<div>Checkout page, payment gateway, confirmation email</div>		<div>Order tracking page, delivery updates, feedback prompt</div>	
Emotions		<div>Curious and excited</div>		<div>Evaluating trust and value</div>		<div>Anxious but hopeful</div>		<div>Satisfied (if smooth)</div> <div>(if delayed/damaged)</div>	
Pain points		<div>Pain points</div> <div>Cluttered UI, hard to find the product</div>		<div>Confusing specs, lack of clear delivery options</div>		<div>OP payment delay, unclear return policies</div>		<div>No clear return instructions or access to support</div>	
Backstage									
Opportunities		<div>Improve homepage layout &amp; search relevance</div>		<div>Show reviews, delivery estimate &amp; comparison clearly</div>		<div>Offer guest checkout, auto-fill &amp; progress bar</div>		<div>Improve feedback loop, add return &amp; support CTA</div>	