




Customer Journey Map

Stage	EXPERIENCE 	INTERACTIONS 	TOUCHPOINTS 	OPPORTUNITIES
ENTICE	Learns about ShopSmart via ads, social media, or referrals	Ads, social posts	Website, mobile app	Clear branding, CTAs
ENTER	Lands on homepage	Page load, banner click	Landing page	Fast load, relevant categories
BROWSE	Looks through categories or featured items	Scroll, filter	Product listing	Highlight deals
SEARCH	Searches for specific products	Search bar, filters	Search module	Autocomplete suggestions
VIEW	Views product details	Clicks product	Product page	Reviews, clear specs
ADD TO CART	Adds product to cart	Add to cart button	Cart overlay	Confirmation, cross-sell
CHECKOUT	Enters address and payment	Enter details	Checkout page	Autofill, secure payment badges
PURCHASE	Confirms order	Confirm order	Confirmation page/email	Thank-you, delivery info
DELIVERY	Waits for item	Tracking updates	App, email	Real-time status
REVIEW	Prompted to review item	Email, notification	Review form	Easy input, incentives
RE-ENGAGE	Gets suggestions	Personalized emails	Homepage, email	Relevant upselling