

# Online book Journey Map

|                 |            |                            |  |  |
|-----------------|------------|----------------------------|--|--|
| lists           | promotions | Book club                  | Faculty area   | Student area   |
| bestsellers     | 15%        | Favorite choices           | Order details  | refunds  |
| popular         | 20%        | Different books            | For the advertisement purpose for book application       | Referral because of standard of the Books which have been customers already bought |
| New releases    | 30%        | Moderate in many standard  | Adoption registration                                    | Textbook lists   |
| Other languages | 50%        | Valuable in some languages | Give good products as soon as possible<br>Sort by author | Refund and return are acceptable for our damaged products                          |