A customer looks for an item to buy but it returns inappropriate results because **Entice Exit Enter Extend** Engage need to purchase at right websites to make their What do people What happens after the How does someone What do people In the core moments purchase experience is over? initially become aware typically experience experience as they in the process, what of this process? as the process finishes? begin the process? happens? Unidentified Emails for Steps Ordering the Log in /Sign up Product Payments Giving Feedbacks Looks for the Viewing Reviews Eagerness Add to Watchlist update **Quality Results** products Customized Availability Reduce time to page for the What does the person (or group) catalogs **Product Search** search First user typically experience? Provides interest Favourite products Receive a Payments can be done via online He / She can use if the product is Go through the After receiving a The customer A user must log in/ can be added to the notification update to buy another Gives the correct It recommends the catalogs to search for their By enabling chat bot, search time product , reviews can be given reviews posted by sign up the page to buy their needs. products can be payment or Cash on Delivery search results what the trending watchlist for future for the websites will be displayed others Ordered the customer use can be reduced needs. needs. Interactions What interactions do they have at each step along the way? Getting interest to Relocate the payments can Waiting for the Delivery of Chatbots are played more efficiently Viewing all the Happy as a be given for the Valid mail id can same website for Website log in buy more be made in By Enabling voice Pages can be interacted user Easy to understand People: Who do they see or talk to? search results in customer finding be used for Sign products more purchase Provides discount the websites to secure manner products page single page products ease to use in / Sign up friendly to the user purchase Places: Where are they? Things: What digital touchpoints or physical objects would they use? **Goals & motivations** Help me to avoid Help me to avoid Help me to get a Help me to avoid Help me to guide At each step, what is a person's Help me to avoid Help me to get to take the login the advertisement Help me to avoid Help me to get a reset link for the the damaged the proper Help me to find a the crime while notifications while viewing the loading page more primary goal or motivation? load more number quality product password incase it Searches products better website payments are made search results of pages is incorrect ("Help me..." or "Help me avoid...") **Positive moments** Makes enthusiastic What steps does a typical person Its Feels more Feels happy after receiving a product Eagerness to get into the website to see more curiousity to see find enjoyable, productive, fun, number of relevant relevant search motivating, delightful, or exciting? products results **Negative moments** Products must be What steps does a typical person While entering the Waiting for delivery related to their specific requirements Makes anger while loading a specific need of product While loading it find frustrating, confusing, angering, website it takes takes more time to more information loathing costly, or time-consuming? search which feels to fill the details frustated Areas of opportunity Provide Delivery the Align the products Once logged in Exchange and Providing products Recommend the Refunding the Verify two step How might we make each step according to the sufficient redirect to the with low cost and previous search products on time Cancelling the authentication for payments is mandatory for updates top sites History for the user catalogs products options better? What ideas do we have? high quality account without delaying the payments can be available What have others suggested?