Customer Journey Map

Journey Ma																				
Browsing, ordering, purchasing and rating of a product	Entice How does someone initially become aware of this pro				is process?	Enter What do people experience as they begin the process?					Engage In the core moments in the process, what happens?			Exit What do people typically experience as the process finishes?			Extend What happens after the experience is over?			
Steps What does the person (or group)	Ordering another product	Visit website or app	Choose a product, date of delivery, number of items	Browse available products	View details of each product	Start purchase of a product	Complete payment information	Confirm payment	E-mail confirmatio n	E-mail remainder	Delivery of product location	Meet the Delivery man	Experience the product	Leave the website, IOS & Android app.	Prompt for review.	Writing & submitting review.	Product appears in the user profile	Personalized recommend ations	Personalized product offers	Personalize product suggestion after new purchase
/pically experience?	Most automers discover different products as they porchase other products	A customer navigates to the product section of our website or app	the agent as animal, Mate of Melhory and number of dense when the products to products to products to	snes mollable products, asse et delivery and number of items for their purchase	Above every or product that the event infection of the event of the event in the event of the event of the event of the event and where the product is from plant or product in the event of the event of the debugs of the event of the event above the event of the event of the event of the event above the event of the event of the event of the event above the event of the event of the event of the event of the event above the event of the	After deciding what to buy the product, they click the Purchase button.	They fill out their contact and credit card information, then continue.	They see a summary of what they are about to purchase, then they confirm.	An email immediately sends to confirm their product and provide details about billing.	Remainder email will be cent as all customer before the start of offer times.	By the measure of differency, the suscitations makes that products in their the suscitations of the third suscitation of the substantial of these	Customers meet the delivery man who delivers the product	to convery man brings the dollvery to the location and usage of the product	After the product purchase, customer exit from the webste and app.	purchase finishes, as entail and so app estification primps will be same for the columners for a review.	writes a review and gives the a star rating out of 5.	The completed unique appears for the "past fooding" at a continuous and a continuous appearance of a continuous appearance of the desired of the product.	Perception in the visiting of the visiting of the perception of th	The Eusterness (1900) as a multi-fit days after their under with personalized (1900) are desired (1900) are	When many tools or fart from smaller from the control of the contr
nteractions What interactions do they have at each tep along the way?	Product ordering section of the webste, IOS app., or Android app.	Product section of the website, IOS app, or Android app	Product section of the website, iOS app, or Android app	Product section of the website, IOS app, or Android app	Product section of the webste, k05 app, or Android app	Product section of the website, IOS app. or Android app.	Payment section within the website, IOS app, or Android app.	Payment section within the website, IOS app, or Android app.	Customers email (like G-mail, Outlook, etc)	Customers email (Ne G-mail, Outlook, etc)	The customer isolar walls for the delivery man by tracking the product	At the time of delivery, the customer is verified	Then the customer interacts with the product	Direct interactions, with the person who delivers the product. Often takes the solutions of the solutions o	Customer's email (like G-mail, Outlook, etc)	"Loave a noview" in the review section on the website, IOS app, or Android app.	Completed orders section of the profile on the website, US, app, or Android app	Recommendation s span across webster, (OS app. or Android app	Customer's email (software like Outlook or webste like (fmail)	Post-purcha screens webs IOS app, or Android ap
 Things: What digital touchpoints or physical objects would they use? Places: Where are they? 														Offers takes the continuer's place where it he deliveryment delives the product, but not always. Depending on the product delivery tipping		These rating also includes delivery of the product.				
People: Who do they see or talk to?														delivery tipping or cash may be involved.					mi	iro
oals & motivations teach step, what is a person's primary pal or motivation? ("Help me" or "Help e avoid")	selig me get this, defluery or product purchased	racig me have more fun or learn new things on my purchase	Heigi me ausiid seeing products for the wrong eletivery dates, locations, or numbers of series.	Help me size what they have to affer	Help me understand what the product it all about	Help me commit to purchase the product.	Help me get mraugh this posterior part without pay problem.	name that confident to the confident of	rising one facilities are facilities to the second of the	straigh one make but of the I self get and remaindered adjust, ordered adjust	Next me find confident about my delivery man	Help me feet good abnut my decision to go on this product and to feet welcome	Help me make the most of my purchase tabs product	Help me heve the verbole or app with good feelings and no awkwardness.		trily me spread the comparison of the problem and a strike promised and the problem for the comparison of the comparison	Help me see what I've done before	Help me see what it could be doing could be doing could be along court.		Help me see fit chance in purchase
ositive moments /hat steps does a typical person find njoyable, productive, fun, motivating, elightful, or exciting?				It's fun to look at options and imagine doing each product, like shopping for experiences	Product photos, videos, and docals are exciting to see	Execution of the control of the cont	sement about the product, safety, price, others, exc		payment method is very easy and simple.			Our delivery man tend to be so good that people after reasoured when they meet their delivery man	People love the product and we have a 98%, satisfaction rating.	People generally leave website, app with good feeling and satisfaction.			People like looking back an their past imps			We think peo these recommends business the an activities argagemen
					It's reassuring to red reviews written by past customers						People expressed	Sometimes		People are	Customers	Decode describe				
legative moments /hat steps does a typical person find rustrating, confusing, angering, costly, or me-consuming?			Paragile summitmes Gurget to mention the number of claims, which banks shown to disclaims products they seen actually part chains actually part chains	Several people expressed information overload as they browse	People express a bit of fear of commitment at this step			Trepidation about the product purchase and payment method.			awkwarchess about finding their dislayer man in their resident	Sometimes: people are masched up with delivery man wham they don't ready like		unclear whether a tip is necessary or not. People feel pressure to tip a pressure to tip a towning them feeling ward and had if they don't.	report feeling review fatigue.	People describe leaving a review as an ardurus. process.				
reas of opportunity ow might we make each step better? /hat ideas do we have? What have others	i	If you don't follow this path laminodiately after your ordering, could we send a follow-up?	Could we automatically carry over the product from your ordering (e.g. via a cookie)	Maker is easier to compare and shop for experiences without having to click on them.	Provide a simpler summary to avoid information overload			Make variety to compare the product passe and four confident that we product product and product and the second of			their might on middle out defining men easily described to grant easily described to give a deformation but on which colors, for example (2)			How might we make it clear that tipping is appreciated but not necessary?		How might we progressively discourse the full review so that each step feels more simple?	How ringly we halp people critical and			
uggested?					Show highlights or common phrases from reviews									How might we totally eliminate this awkward moment?			From enought we extracted the personnel assertation too the assistance tang officer the poststance in owner?		m	iro