

TrendSpot | Online Shopping

Customer Journey Map

Phases	Phase 1 Motivation	Phase 2 Website Search	Phase 3 Clicks on the First Result	Phase 4 Checks the Website	Phase 5 Product Evaluation	Phase 6 Payment
Activities Performed	Wants to purchase an item for somebody	Searches the products on various websites	Post search, customer clicks on the first ad.	Customer goes online again and clicks the first proper website	Opens a page to check product details. Checks other products for proper comparison.	Makes the payment for the preferred product.
Emotions	Happy and Excited	Happy as the customer finds numerous options	Disappointed as the first ad result came up with no results	Very happy as he goes online and finds leading gifting websites in top SERPs.	Happy! Clicks on the website and find the favorite products on sale.	First disappointed as the website only has BTC payment option. Contacts helpline and completes the transaction with the credit card mode.
Overall Experiences	Good	Good	Bad	Good	Good	Average as customers time gets wasted
Customer Expectations	Easy availability of the websites, products, and discount options.	An easy to use search engine that can make the website search process easy	No advertisements in the top search results	A website with an intuitive interface.	Higher quality products in the top categories	Numerous payment options and an easy checkout process