USER JOURNEY

SITE LANDING	PRODUCT DISCOVERY	PRODUCT PRESENTATION	CART MANAGEMENT	CHECK OUT
Homepage	Search and filtering	Product description	Cart management	Guest shopping / login
Landing pages	Category Browsing	Images and other media	Shipping options	Order options
Offers and promotions	Sorting and ordering	Reviews and recommendations	Wish list	Payment options
SEO and URL strategy	Products previews	Product configuration	Related services	Other services and options
User special pages	Recommendations	Price and other options	Recommendations	Order tracking

Figure 1 – The 5 key phases of the model and the main driver per each phase

This an depiction of an ideal user journey in the ecommerce website .