

USER JOURNEY



NAME : JESSICA

AGE : 18

PROFESSION : Student

BEHAVIOUR : Likes new trendy stuffs , Easily deceived , Irresponsible , Immature

PHASE 1

- *Jessica watches an advertisement online about the new website and hence tries to find something new and trendy that suits her taste.
- *She even tells some of her friends about it.

PHASE 2

- *Jessica goes to the website in order to explore and sees new collections and gets overwhelmed.
- *She decides to buy a new western dress for the upcoming birthday party.
- *She signs up since she's a new customer

PHASE 3

- *She searches in the search bar provided and chooses western wear(sub category) in dresses category.
- *She sorts it based on newest ones since she likes new trendy stuff and selects the one she likes and adds it to cart to show it to her mom.

PHASE 4

- *Her mom agrees and she clicks on "proceed to order" from the cart page.
- *She views the order summary and gives the delivery details as well.
- *Clicks on "continue to payment" and chooses cash on delivery and clicks on "confirm".

PHASE 5

- *The ordered dress is delivered after few days.
- *She is satisfied and writes the review about the product and clicks on "post".
- *Since she is satisfied she is going to recommend this website to few of her other friends and will also use it for further shopping of any other product.