Customer Journey Map — StoreEva

	AWARENESS	RESEARCH	EXPLORE & COMPARE	DECIDE	PURCHASE	DELIVERY	FOLLOW-UP	USE	ELITE PROGRAM	COMING BACK	REFERRALS
Phase	A place to buy clothes	Advice from friends and relatives	Explore categories and compare prices	Add clothes to shopping cart	Making the payment	Receive the delivery	Contact customer service	Enjoy the products	Installing the app	Order again	Share experience
CUSTOMER ACTIVITIES	Sanvi thinks about going out for shopping. She needs some new clothes based on the season and trend. Comes across an ad regarding latest trending clothes on YouTube. Also looks at an instagram post of an influencer wearing those. Heard her neighbours talk about a new website called StoreEva with latest trendy clothes.	Sanvi asks around to her friends about that new website, if anyone has heard of it or used it. Sanvi will trust a good friend's recommendation only. Her friend Eliza tells her about her good experience with StoreEva. Sanvi gets curious and visits the official website of StoreEva.	Sanvi starts compiling clothes to buy and sets a budget. Sanvi explores the StoreEva website and checks out the various categories available for women's clothing. She is comparing prices and quality review with other similar products and other stores.	Sanvi is going through the description, rating and review of products that she liked. Sanvi saves the clothes that she liked for later view into the cart. She continues her search for more products.	Sanvi has everything she needs in her cart. She checks out. Sanvi provides her contact and delivery details and selects the payment option. She verifies her order details and places and order.	Sanvi tracks her order to know the approximate date and time of delivery. Sanvi receives the the delivery at her doorstep.	Sanvi finds out that one of her pants is too big for her size. She contacts the customer service about her issue. Sanvi requests for a return and exchange.	Sanvi loves all the clothes she bought from StoreEva. Sanvi has to go out for dinner and loved the comfort and quality of her clothes.	Sanvi subscribes to the StoreEva's Instagram account to be informed about the best deals and new products offered by them. She also notices the information about a elite program. Sanvi visits the App Store, reads the app description, and downloads the app. The app doesn't work as it's not compatible with her device.	Sanvi comes back to the StoreEva website, decides to give them a second chance. She is familiar with the navigation this time. She orders again, this time for some other products like groceries.	Sanvi shares her good experience on social media. She tells her friends about StoreEva and their products.
CUSTOMER GOALS	• Buy some good quality clothes at a reasonable price.	• Get the knowledge about online stores with good customer experience. • Find an online store trustworthy and easy to use.	• Find the best solution to buy clothes out of multiple options.	• Find and select products easily and quickly. • View all the products selected later. • Get good offers.	• Order effortlessly. • Confirmations to verify the irreversible actions. • Receive an email regarding the order.	• Receive the order effortlessly and when needed • Get a quick and hassle free delivery	• Get help as and when required. • Hassle-free return and refund.	• Having the right and good quality clothes to last longer.	• Get a discounts • Be informed about all best deals and new products. • Have no problems while joining the elite program.	Have good customer experience again.	• Share feelings and thoughts • Give feedback
STORYBOARD											
PROCESS AND CHANNELS	YouTube	Friends	Website → Website → Customer	Customer, Category, Products, Category, Products	Cart, Payment, Email	Warehouse, Delivery, Customer	Customer, Contact, Customer Service	Customer, Other Products, Clothes	Instagram, App Store, Mobile app	Website, Customer, Purchase	App/Site, Feedback
EXPERIENCE	pensiveness	anticipation	annoyance	acceptance / apprehension	joy	rage		serenity / annoyance		interest	trust
TOUCHPOINTS	• Social media ads and posts • Word of mouth • Traditional media.	• Word of mouth • Official website	• Website • Products Category • Social media • Other websites	• Website • Products Category • Cart	• Website (cart) • Payment • Order confirmation email	• Delivery service • Packing • Messages (email, SMS)	• Phone • Email • Chat	• Clothes and footwear • Packages • Other materials	• Instagram • App Store • Mobile app.	• Website • Products Category • Cart.	• Word of mouth • Social media
PROBLEMS	The tech-savvy person has no way of trusting the product based on ads and posts.	Sanvi makes a decision based on others experience.	Go on to different websites to compare products.	Confusing filters to browse through.	Trusting the website with personal details.	• Damaged packaging/product. • Mismatch of order.	• Damaged packaging/product. • Mismatch of order.	Apprehensive about the quality and wearability of clothes.	Mobile app wasn't properly tested.	Unrelated recommendations	Can't send invites (earn points)
BUSINESS GOALS	Increase awareness and interest	Increase awareness and interest	Increase number of website visitors	Increase shopping cart value and conversion rate	• Increase online sales • Conversion rates	• Deliver on time • Minimize the delivery window	• Increase customer service satisfaction • Minimize waiting time	Make products to match expectations	• Increase subscribers • Engage and excite the customers	• Increase retention rate • Increase product value and frequency	• Turn customers into advocates • Turn negative experiences into positive
KPI's	Number of people reached	Number of people reached	New website visitors	Conversion rate	• Online sale • Conversion rate	• On time delivery rate • Average delivery window	Customer service success rate	Product reviews	Permanent customers	Retention rate and product value	Customer Satisfaction.
ORGANISATIONAL ACTIVITIES	• Create marketing content and campaigns both online and offline. • Take advantage of ads: banner ads in the neighborhood, brochures put in post boxes, etc.	• PR (Public Relations) • Send personalized welcome emails to people who have just arrived.	• Launch an easy to navigate website to allow customers to check individual product availability online.	• Organised shopping experience. • Better filtering and easy to navigate categories.	• Optimize online purchase funnel • Order handling • Online development • Warehouse logistics • Inventory system	• Pick-up • Delivery • Warehouse logistics • Delivery system	• Organised and effective customer service and help desk • Follow-up calls	• Develop range products • Product information management	• Test a mobile app on different devices to eliminate compatibility issues. • Provide well structured ascend programs	• Target marketing • Make reordering easy and efficient • Improve cross-selling • Marketing automation and provide appropriate recommendations.	• Manage feedback and social media • Develop sharing and inviting possibilities • Social media analytics