

USER JOURNEY



Name: Josh

Age: 26

Profession: Software engineer

Behaviour: Passionate, introvert, enjoys to discover new books and finding unique stories.

JOSH DECIDES TO BUY A BOOK

PHASE 1: He logs in to the website and checks for any sales on books.

PHASE 2: He searches for the book based on different categories and using different filters.

PHASE 3: He selects a particular book based on the description of the book and checks for customers ratings and reviews and adds it to cart. He also checks the books that are suggested in related products section and add few books to cart.

PHASE 4: He goes to his cart and proceeds to place the order. He checks order summary and gives delivery details, and proceeds to payment and places the order.

PHASE 5: He tracks his order and checks for the delivery date. Order is delivered after few days. He is satisfied with the books he received and gives good rating and review. He also suggest books for his friends.