

USER JOURNEY



NAME: Rohith

AGE: 28

PLACE: Bangalore

OCCUPATION: Software engineer

BEHAVIOUR: busy, lazy, moody,
loves travelling and hates shopping,
mature, unmarried.

PHASE 1: Rohith who is very lazy and hates shopping wants to buy a new speaker for his living room, He asks his friend for suggestion. His friend has seen the advertisement of the new website online. He suggests rohith saying this website has a good discount on products. Rohith then decides to try the website suggested from his friend.

PHASE 2: Rohith goes to the website to find a good offer on the speaker which he was looking for. HE signs up for the website since he was a new customer.

PHASE 3: He finds awesome offers and discounts on the electronic goods and decides to explore more and get pleased to buy home theater instead of speakers. He goes through all the model reads out all the reviews given by other customer and finally likes two models which he adds to the favorites and tries to compare both he gets confused so he goes for second opinion from his friends.

PHASE 4: After discussing with his friends he selects one model and adds that to his cart and selects “PLACE ORDER” button .Then fills all the details for delivery like name, address and contact number. Then he continues by pressing payment option here he gives an option of credit card payment, he fills out the detail of the credit card and double authentication is performed before payment was successful. He gets a 10% extra discount for paying through his credit card. The order was confirmed and a tracking id was sent to his mail with order confirmation letter.

PHASE 5: The order was delivered within 3 days to his place. The setup of the home theater was also done by the company member and initial test was performed. Rohith loves the home theater as well as the service provided by the company so he goes back to website and writes review and gives rating. He then suggests his other friends to use this new website.