

USER JOURNEY



Name:Charles

Age:35

Profession: Software Engineer

About:Simple,Passionate,Hardworking and patient.

Behaviour:Creative,works in a organized manner,values time.

CONSIDER THAT CHARLES HAS TO BUY A NEW LAPTOP

PHASE 1: Goes to the website and on the home page and he sees whether there are any sales on laptops. But he finds there are no sales.

PHASE 2: So he searches category wise for laptops and filters out based on the brand, reviews and latest arrivals.

PHASE 3: He finds a laptop he likes and reads the description and the reviews on the laptop and compares with the different laptops based on different features and technical stuff .He shares the product with his colleagues and friends asking for their suggestion and adds to his cart.

PHASE 4: After his friends and colleagues approve that the laptop is good then he goes to his cart and proceeds to buy that laptop and checks out of the cart and completes all the delivery and payment details and places the order.

PHASE 5: After a day he tracks his order and sees where is order is.He finds out that the order will be arriving on the next day.

PHASE 6: The laptop arrives on the expected date. He checks out his laptop and is happy with the laptop.Then he writes a good review on the laptop in the website and gives a good rating.He recommends the laptop to all his colleagues and friends.