Project Design Phase-II Customer Journey Maps

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Team ID	NM2023TMID4218
Project Name	Building a Website Using Canva

Customer Journey Map for a Floral Boutique Website in Canva:

	Awareness	Consideration	Purchase	Consideration	Loyalty
Customer	At this stage, customers are clicking on ads, asking for recommendations, and reading reviews to become aware of your floral boutique.	Customers are considering your products and services.	This is where customers make a purchase decision.	Customers are considering your products and services.	Loyal customers continue to engage with your boutique.
Touchpoints	Social media ads, word of mouth, and search engine results are the key touchpoints.	This stage may involve browsing your website, viewing product listings, and reading product descriptions.	The website's shopping cart, checkout process, and payment options are key touchpoints.	This stage may involve browsing your website, viewing product listings, and reading product descriptions.	Loyalty programs, newsletters, and follow-up emails are essential touchpoints.
Customer experience	6.0	> <			> <
Pain Points	Limited product information can lead to customer confusion.	Decision-making might be hampered by a lack of detailed product information.	Any friction in the purchase process can lead to cart abandonment or reduced sales.	Decision-making might be hampered by a lack of detailed product information.	Customers may disengage they don't feel appreciate or valued.
Solutions	Provide clear, concise messaging, and highlight your unique selling points to address this lack of information.	Offer comprehensive product descriptions, high-quality images, and transparent pricing to help customers make informed decisions.	Optimize the checkout process, ensure secure payment options, and provide clear shipping and return policies to streamline the purchase experience.	Offer comprehensive product descriptions, high-quality images, and transparent pricing to help customers make informed decisions.	Implement a customer loyalty program, send personalized thank-you notes, and offer incentives for repeat purchases to foster customer loyalty.