User journey map for BookNest:

Journey Map — BookNest

Based on user research and team brainstorming, we created a journey map to fto visualize the user's process of discovering, browsing, buying, and extending their experience on BookNest.

STEPS

1. **Discover** — Search & Find BookNest
2. **Browse** — Explore Books Online
3. **Register/Login** — Access User Account
4. **Engage** — Add Books to Cart
5. **Buy** — Purchase & Payment
6. **Extend** — Review, Repeat Orders

	Discover	Browse	Register/Login	Engage	Buy	Extend
Steps	User finds BookNest via search engines, social media, or ads	User browses books by categories, bestsellers, genes, and recommendations	User signs up or log in to access personalized features	User adds desired books to the cart, views summary	User provides payment and shipping details, completes the purchase	User receives email confirmation, review, books, and gets,
Interactions	• Searches "buy books online" on Google • Sees BookNest ad on social media	• Browse search bar and sorting filters • Browse bastseller section and categories	• Login/Register page with email and password fields • Social login options (Google, Facebook)	• Shopping cart page showing selected books • Update cart, proceed to checkout button	• Checkout page with pppuneat securs • Select delivery options • Verify payment summary and click purchase	• Order confirmation email with receipt. • Admin-Side, Sercls pers personalized recommendations eettenal datshoarb)
Thus logitauly books ar cherond ooccess crearing or user?	Help me find a good book quakly and eaaily	Help me find books lasted on my preferences	Help me access my accouns securely	Let me buy books quickly and securely	Let me checkout aroutlify with secure payment	Help me revisit my past purchase easily
Positive moments	• Found a wide werefy of books in different gennes	• Personalized rechmen-sections mettking my interests	• Easy registration and login process	• Adding books to cart is smteath and intartive	• Checkout process is quick and accure	• Received book restt prmexberes of my mesting naikoity
Pain Points	• Cenfiaing webate byout	• No olear filters for preferences	• Trouble remembering passwonts	• Unexpected shipping costs	• Checkout form issues	• Too many follow up emails
Areas of Opportunity	• Optimize search engine viability	• Enhance browsing filters and sorting options	• Allow alternative login options (Google, Facebook)	• Display shipping costs carter in cart summary	• Simpdify checkout process and payment form	• Improve onsremendation and reduce enad ditter

Legend: Steps | Interactions | Goals & Motivations | Yellow | Goals & Motivations | Pink | Pain Points | Areas of opportunity