

Project Design Phase-II

Customer Satisfaction Map

Date	1 April 2025
Team ID	SWTID1743347281
Project Name	Book Store
Maximum Marks	

Customer Satisfaction Map

Scenario: Making a bookstore website	ENTICE	ENTER	ENGAGE	EXIT	EXTEND
STEPS	<div>Wanting to read a book</div> <div>Browsing books or wanting to create own library</div>	<div>Finding numerous available book options</div> <div>Purchasing book from given wallet amount</div>	<div>Using wallet amount to purchase book</div> <div>Or as admin adding the required books to DB</div>	<div>Using wallet amount to purchase book</div> <div>Using wallet amount to purchase book</div>	<div>Using wallet amount to purchase book</div> <div>Using wallet amount to purchase book</div>
INTERACTIONS	<div>Login/ Logout or registration page</div> <div>Selecting the book to be purchased</div>	<div>Payment Done Dialogue box</div> <div>Checking the wallet balance (designs less)</div>	<div>Interacting with website for purchase</div> <div>Interacting with website to check popular books</div>	<div>Successfully buying a book</div> <div>Admin experiences the back trends</div>	<div>User has a purchased book</div> <div>Admin is updated with trends to implement</div>
GOALS & MOTIVATIONS	<div>Help me in finding my book of choice</div> <div>Help me in adding new books for user</div>	<div>Help in payment without much hassle</div> <div>Help me login and logout easily</div>	<div>Help me feel good about buying the book</div> <div>Help me publish books in demand</div>	<div>Help me leave satisfied with purchase</div> <div>Admin leaves with proper user knowledge</div>	<div>User easily purchases book of choice</div> <div>Admin has better understanding of user</div>
POSITIVE MOMENTS	<div>Finding different types of books</div> <div>The process of finding user choices</div>	<div>Excitement about the purchase</div> <div>Simple purchase implementation</div>	<div>User finds it easy to navigate books</div> <div>Admin finds it easy to consider books to be kept</div>	<div>People leave website knowing they've made a successful purchase and will only be signed out once they click the button</div>	<div>User retains the book and can login to use it anytime</div>
NEGATIVE MOMENTS	<div>Not finding book of choice</div>	<div>Book being more expensive than the money user has left in wallet</div>	<div>Admin unable to delete or modify users</div>	<div>Unsatisfied customer due to lack of book choices</div>	<div>Very less users might come back if they don't find book of choice</div>
AREAS OF OPPORTUNITY	<div>Providing short summary of books</div> <div>Show Genres of book below</div>	<div>Implemented a Search bar for ease of finding books</div> <div>Implemented popular books for admin to see trends</div>	<div>How can we implement customer-admin communication to know if books might be available soon?</div>	<div>Whether it is possible for admin to handle user accounts to avoid piracy or any other activity from user?</div>	<div>Implementing a review system for customer</div>