

## Customer Journey Map : BookNest : where stories nestle

	Entice	Enter	Engage	Exit	Exit	Extend
Steps	<ul style="list-style-type: none"> <li>Hear about BookNest through ads or friends ds</li> <li>See offers discounts online</li> </ul>	<ul style="list-style-type: none"> <li>Open BookNest website</li> <li>Sign up/ log in to account</li> <li>Visit BookNest homepage</li> </ul>	<ul style="list-style-type: none"> <li>Add books to cart, review and book details</li> <li>Purchase via secure checkout</li> </ul>	<ul style="list-style-type: none"> <li>View ordering book confirmation</li> <li>View order history</li> </ul>	<ul style="list-style-type: none"> <li>Leave a review</li> <li>Set up a wishlist</li> <li>Share BookNest</li> <li>Receive special offers</li> </ul>	<ul style="list-style-type: none"> <li>Leave a review</li> <li>Set up a wishlist</li> <li>Share BookNest</li> <li>Receive special offers</li> </ul>
Interactions	<ul style="list-style-type: none"> <li>Hear about BookNest via or, friends dear vince, and poster</li> <li>BookNest homepage</li> </ul>	<ul style="list-style-type: none"> <li>Browse by categories</li> <li>Search titles/ authors</li> <li>Check bestsellers</li> </ul>	<ul style="list-style-type: none"> <li>Sort by genre/ price</li> <li>Check reviews &amp; ratings</li> <li>Watch book previews</li> </ul>	<ul style="list-style-type: none"> <li>Receive order</li> <li>updates via email</li> <li>Tracks order status</li> </ul>	<ul style="list-style-type: none"> <li>Review order</li> <li>Share review via online</li> <li>Gets personalized offers</li> </ul>	<ul style="list-style-type: none"> <li>Review orders</li> <li>Share reviews, online</li> <li>Gets personalized offers</li> </ul>
Goals & Motivations	<ul style="list-style-type: none"> <li>Find a new book to read</li> </ul>	<ul style="list-style-type: none"> <li>Browse books easily, securely</li> </ul>	<ul style="list-style-type: none"> <li>Quickly find and buy my desired book</li> </ul>	<ul style="list-style-type: none"> <li>Track order status &amp; shipment</li> </ul>	<ul style="list-style-type: none"> <li>Track order status &amp; shipment</li> </ul>	<ul style="list-style-type: none"> <li>Share their book thoughts, manage future book hits</li> </ul>
Positive Moments	<ul style="list-style-type: none"> <li>Get excited to explore books</li> </ul>	<ul style="list-style-type: none"> <li>Find favorite book categories</li> </ul>	<ul style="list-style-type: none"> <li>Fast search experience</li> </ul>	<ul style="list-style-type: none"> <li>Find anywhere book previews</li> </ul>	<ul style="list-style-type: none"> <li>Feel happy their book's in the way</li> </ul>	<ul style="list-style-type: none"> <li>Recommend a book there interested</li> </ul>
Negative Moments	<ul style="list-style-type: none"> <li>Unsure if it's worth trying a new site</li> </ul>	<ul style="list-style-type: none"> <li>Struggle with login/registration</li> </ul>	<ul style="list-style-type: none"> <li>Get confused by book info, book previews</li> </ul>	<ul style="list-style-type: none"> <li>Get confused by book-book previews</li> </ul>	<ul style="list-style-type: none"> <li>Feel happy their book of on the way</li> </ul>	<ul style="list-style-type: none"> <li>Recommends a book a and provides</li> </ul>
Areas of Opportunity	<ul style="list-style-type: none"> <li>Create welcome offers/ discounts</li> </ul>	<ul style="list-style-type: none"> <li>Offer one-click registration, easy login methods</li> </ul>	<ul style="list-style-type: none"> <li>Show attractive category visuals, smooth checkout flow</li> </ul>	<ul style="list-style-type: none"> <li>Show attractive smooth checkout</li> </ul>	<ul style="list-style-type: none"> <li>Provide clear shipping notifications</li> </ul>	<ul style="list-style-type: none"> <li>Suggest similar books &amp; personalize emails</li> </ul>
	<ul style="list-style-type: none"> <li>Create welcome offers / discounts</li> </ul>	<ul style="list-style-type: none"> <li>Offer one-click registration, easy login methods</li> </ul>	<ul style="list-style-type: none"> <li>Offer one-click registration, easy login methods</li> </ul>	<ul style="list-style-type: none"> <li>Show attractive category views smooth checkout</li> </ul>	<ul style="list-style-type: none"> <li>Provide clear shipping notifications</li> </ul>	<ul style="list-style-type: none"> <li>Suggest similar books &amp; personalize emails</li> </ul>