

Customer Journey Map : BookNest : where stories nestle

	Entice	Enter	Engage	Exit	Exit	Extend
Steps	<ul style="list-style-type: none"> Hear about BookNest through ads or friends ds See offers discounts online 	<ul style="list-style-type: none"> Open BookNest website Sign up/ed to sccount. Visit Booknest homepage. 	<ul style="list-style-type: none"> Add books to cart, review one/racts an/ book details. Purchase va secure checkout 	<ul style="list-style-type: none"> View onbering poak confirmation; View order history. 	<ul style="list-style-type: none"> Leave a review, Set up a wishlist, Share BookNest Receive special offers. 	<ul style="list-style-type: none"> Leave a review, Set up a wishlist, Share BookNest Receive special offers.
Interactions	<ul style="list-style-type: none"> Hear about BookNest wib or, dmeds dear wince, and ostet BookNest homepage. 	<ul style="list-style-type: none"> Browse by categories Search titles/authors. Check bestsellers. 	<ul style="list-style-type: none"> Sort by gener/price, Check reviews & ratings. Watch book previews. 	<ul style="list-style-type: none"> Receive order updates va email, Tracks order status. 	<ul style="list-style-type: none"> Review order, Share review twa online Gets personalized offers. 	<ul style="list-style-type: none"> Review orders Share reviews, online Gets personalized offers.
Goals & Motivations	<ul style="list-style-type: none"> Find a new book to read. 	<ul style="list-style-type: none"> Browse books easily, securely. 	<ul style="list-style-type: none"> Quickly find and buy my desired book. 	<ul style="list-style-type: none"> Track order status & shipment. 	<ul style="list-style-type: none"> Track order status & shipment. 	<ul style="list-style-type: none"> Share their book thoughts, manage future book hiters.
Positive Moments	<ul style="list-style-type: none"> Get excited to explore books 	<ul style="list-style-type: none"> Find favorite book categories. 	<ul style="list-style-type: none"> Fast search experience. 	<ul style="list-style-type: none"> Find ayemwhere book predws. 	<ul style="list-style-type: none"> Feel happy their book's in the way. 	<ul style="list-style-type: none"> Recommend a book there interested.
Negative Moments	<ul style="list-style-type: none"> Unsure if it's worth trying a new site. 	<ul style="list-style-type: none"> Struggle with login/registration. 	<ul style="list-style-type: none"> Get confused by book info, book previews. 	<ul style="list-style-type: none"> Get confused by book->book previews. 	<ul style="list-style-type: none"> Feel happy their book of on the way. 	<ul style="list-style-type: none"> Recommends a bdok a and prodoves.
Areas of Opportunity	<ul style="list-style-type: none"> Create welcome offers/discounts. 	<ul style="list-style-type: none"> Offer one-click registration, easy login methods. 	<ul style="list-style-type: none"> Show attractive category visuals, smooth checkout flow. 	<ul style="list-style-type: none"> Show attractive smooth -xectionou... 	<ul style="list-style-type: none"> Provide clear shipping no tifications. 	<ul style="list-style-type: none"> Suggest similar books & personalize emails.
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