




CUSTOMER JOURNEY MAP

BOOKNEST
PROJECT



GOAL	AWARENESS	RESEARCH	PURCHASE	ONBOARDING	RETENTION
ACTIONS	Find an online platform for rent or borrowing books	Browse website Compare plans and prices Read reviews	Select a plan Create an account Choose a book	Receive familiar with the platform	Continue using BookNest Recommend it to others
THOUGHTS & FEELINGS	Curiosity Initial interest	Uncertainty Cautious optimism	 Optimism Excitement	 Confusion informed	Loyalty Advocacy
OBSTACLES	Curiosity Initial interest	Optimism Excitement	Confusion In informed	Satisfaction Ease of use	 Loyalty Advocacy
OPPORTUNITIES	Website Online	Checkout process	User account	User account	Email newsletters
OPPORTUNITIES	Increasing advertising efforts	Simplifying the sign-up process	Offering guided tutorial for new users	Streamlining return process	Encouraging referrals through incentives