



# Customer Journey Map

includes forecasted user pain points and solutions for them, which will guide us during the user testing phase prior to soft launch to ensure a smoother transition.

	AWARENESS	ONBOARDING	BROWSE CATALOGUES	SELECTION & PURCHASE	ORDER PROCESSING	DELIVERY	POST-DELIVER	RETENTION
ACTIONS	<ul style="list-style-type: none"> <li>User discovers Swypa app as a platform to help them purchase food from different restaurant and health care products</li> <li>The user download the app and signs up.</li> <li>Signs contract for advertising partnership</li> </ul>	<ul style="list-style-type: none"> <li>Users browse the digital catalogues of various shops, including food, drinks and individual products.</li> </ul>	<ul style="list-style-type: none"> <li>Users select Health care products or food, add to cart, and complete their purchases.</li> <li>Customers will be required to provide their delivery address and port of delivery if not present, given that the swypa service is delivery-based only.</li> </ul>	<ul style="list-style-type: none"> <li>The order is confirmed and the system sends it to local agents or drivers for fulfillment.</li> </ul>	<ul style="list-style-type: none"> <li>Drivers purchase items and deliver them to the recipient.</li> </ul>	<ul style="list-style-type: none"> <li>Users are prompted to leave feedback on product quality and delivery experience</li> </ul>	<ul style="list-style-type: none"> <li>Push notifications, email, marketing</li> </ul>	
TOUCHPOINTS	<ul style="list-style-type: none"> <li>Billboards</li> <li>Social media</li> <li>App store listing</li> </ul>	<ul style="list-style-type: none"> <li>Download Swypa app or visit the website</li> </ul>	<ul style="list-style-type: none"> <li>App product listings</li> </ul>	<ul style="list-style-type: none"> <li>App checkout page</li> </ul>	<ul style="list-style-type: none"> <li>Backend management system</li> </ul>	<ul style="list-style-type: none"> <li>Delivery network (Drivers)</li> </ul>	<ul style="list-style-type: none"> <li>App feedback section</li> </ul>	<ul style="list-style-type: none"> <li>Push notifications, email, marketing</li> </ul>
SOLUTIONS	<ul style="list-style-type: none"> <li>Content Marketing solutions</li> <li>Influencer &amp; Ambassador program</li> <li>make target customers aware that swypa is the all in one solution for food, restaurants, Health care products, Groceries and Beverage.</li> </ul>	<ul style="list-style-type: none"> <li>Provide step-by-step onboarding tutorials for users.</li> <li>Auto-suggested shops based on users geographical connection to rural areas</li> <li>Offer customer service channel or phone support for onboarding help</li> </ul>	<ul style="list-style-type: none"> <li>Regularly update product listings and integrated a feedback loop for shop owners.</li> <li>Implement secure payment gateways and prominently display trust.</li> <li>Offer multiple payment methods, including mobile wallets, EFT, and cash on delivery for local recipients.</li> </ul>	<ul style="list-style-type: none"> <li>Include disclaimers for inventory issues, such as alternatives for out-of-stock items.</li> <li>Automate order confirmation with instant email or sms notifications.</li> <li>Provide real-time order tracking feature with regular updates to keep users informed.</li> </ul>	<ul style="list-style-type: none"> <li>Delivery delays due to rural logistic.</li> <li>Understandable connection between the driver and customer.</li> <li>Provide a simple user-friendly returns or issue resolution process.</li> </ul>	<ul style="list-style-type: none"> <li>Invaluable feedback with loyalty points, feature discounts, or a reward for leaving a review.</li> </ul>	<ul style="list-style-type: none"> <li>Use push notifications to remind users of near sales, promotions or special offers.</li> <li>Develop a loyalty program where regular users earn points or discounts on future purchases</li> </ul>	
PAINPOINTS	<ul style="list-style-type: none"> <li>trust and credibility issues</li> <li>Technical and access barriers</li> <li>Internet and connectivity</li> </ul>	<ul style="list-style-type: none"> <li>Users unfamiliar with the interface.</li> <li>Difficulty in linking to rural shops/Towns.</li> <li>Low-tech literacy in target markets</li> </ul>	<ul style="list-style-type: none"> <li>Slow app performance.</li> <li>Outdated or incomplete product listing</li> </ul>	<ul style="list-style-type: none"> <li>Confusion about product availability or pricing.</li> <li>Concerns about privacy.</li> <li>Limited payment options</li> </ul>	<ul style="list-style-type: none"> <li>Delays in order confirmation.</li> <li>Lack of visibility into order status</li> </ul>	<ul style="list-style-type: none"> <li>Partner with local drivers who understand the terrain and optimize delivery routes.</li> <li>Offer incentives for driver details with contact number and GPS tracking to facilitate communication.</li> </ul>	<ul style="list-style-type: none"> <li>Difficulty resolving issues (e.g., wrong items shipped).</li> <li>Loss of incentive to provide feedback</li> </ul>	<ul style="list-style-type: none"> <li>Users may forget about the platform and stop using it.</li> <li>Loss of incentive to use the app regularly</li> </ul>
SUPPORT		<ul style="list-style-type: none"> <li>Onboarding guide, dedicated support chat to explain how to use the platform.</li> </ul>	<ul style="list-style-type: none"> <li>Issues by shop/area, product categories, and sales promotions.</li> </ul>	<ul style="list-style-type: none"> <li>Multiple payment option, products details and delivery estimate.</li> </ul>	<ul style="list-style-type: none"> <li>Order tracking page with update on fulfillment progress.</li> </ul>	<ul style="list-style-type: none"> <li>Notifications for both the recipient and the customer (e.g., product substitution, partial refund) and customer support.</li> </ul>	<ul style="list-style-type: none"> <li>Option to issue a refund (e.g., product substitution, partial refund).</li> </ul>	<ul style="list-style-type: none"> <li>Filters by shop/area, product categories, and sales promotion</li> </ul>