



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">• User discovers Swypa app as a platform to help them purchase food from different restaurant and health care products	<ul style="list-style-type: none">• The user download the app and sign up.• Signs contract for advertising partnership	<ul style="list-style-type: none">• Users browse the digital catalogues of various shops, viewing available food, drinks and individual products.	<ul style="list-style-type: none">• Users select Health care products or food, add to cart, and complete their purchase• Customers will be required to provide their delivery address as part of the check out process, given that the swypa service is delivery-based only.	<ul style="list-style-type: none">• The order is confirmed and the system assigns it to local agents or drivers for fulfillment.	<ul style="list-style-type: none">• Drivers purchase items and deliver them to the recipient.	<ul style="list-style-type: none">• Users are prompted to leave feedback on the product quality and delivery experience	<ul style="list-style-type: none">• Users are encouraged to return to the app for future purchases via loyalty rewards, exclusive discounts, and updates about the specials.
TOUCHPOINTS	<ul style="list-style-type: none">• Billboards• Social media• App store listing	<ul style="list-style-type: none">• Download Swypa app or visit the website	<ul style="list-style-type: none">• App product listings	<ul style="list-style-type: none">• App checkout page	<ul style="list-style-type: none">• Backend management system.	<ul style="list-style-type: none">• Delivery network (Drivers)	<ul style="list-style-type: none">• App feedback section.	<ul style="list-style-type: none">• Push notifications, email,marketing
SOLUTIONS	<ul style="list-style-type: none">• Content Marketing solutions• Influencer & ambassador program• make target customers aware that swypa is the all in one solutions for restaurants, Health care products, Groceries and Beverage.	<ul style="list-style-type: none">• Provide step-by-step onboarding tutorials (videos, FAQs).• Auto-suggest shops based on users geographical connections to rural areas.• Offer customer service chatbots or phone support for onboarding help	<ul style="list-style-type: none">• Regularly update product listings and integrated a feedback loop for shop owners• Ensure catalogues are optimized for mobile viewing with easy filtering by location• Enable an offline browsing mode with cached catalogue data to improve performance in low connectivity areas.	<ul style="list-style-type: none">• Include disclaimers for inventory issues, such as alternatives for out-of-stock items.• Implement secure payment gateways and prominently display trust• Offer multiple payment methods, including mobile wallets, BPI, and cash on delivery for local recipients.	<ul style="list-style-type: none">• Automate order confirmations with instant email or sms notifications.• Provide a real-time order tracking feature with regular updates to keep users informed.	<ul style="list-style-type: none">• Delivery delays due to rural logistics• Unclear communication between the driver and customer.• potential failure to deliver the correct items.	<ul style="list-style-type: none">• Incentivize feedback with loyalty points, feature discounts, or a reward for leaving a review• Provide a simple user-friendly returns or issue resolution process.	<ul style="list-style-type: none">• Use push notifications to remind users of near sales, promotions or special hampers• Develop a loyalty program where regular users earn points or discounts on future purchases
PAINPOINTS	<ul style="list-style-type: none">• trust and credibility issues• Technical and access barriers• Internet and connectivity	<ul style="list-style-type: none">• Users unfamiliar with the apps interface• Difficulty in linking to rural shops/Towns• Low-tech literacy in target markets	<ul style="list-style-type: none">• Slow app performance in areas with poor internet• Outdated or incomplete product listing	<ul style="list-style-type: none">• Confusion about product availability or pricing.• Concerns about payment security.• Limited payment options	<ul style="list-style-type: none">• Delays in order confirmation• Lack of visibility into order status	<ul style="list-style-type: none">• Partner with local drivers who understand the terrain and optimize delivery routes.• Offer in-app driver details with contact number and GPS tracking to facilitate communication.	<ul style="list-style-type: none">• Difficulty resolving issues (e.g., wrong items delivered)• Lack of incentive to provide feedback	<ul style="list-style-type: none">• Users may forget about the platform after initial use.• Lack of incentives to use the app regularly
SUPPORT		<ul style="list-style-type: none">• Onboarding guide, demo videos, or support chat to explain how to use the platform.	<ul style="list-style-type: none">• filters by shop/area product categories, and sales promotions.	<ul style="list-style-type: none">• Multiple payment options, products details and delivery estimate.	<ul style="list-style-type: none">• Order tracking page with updates on fulfillment progress.	<ul style="list-style-type: none">• Notifications for both the urban buyer and the recipient, photo or signature confirmation after successful delivery.	<ul style="list-style-type: none">• Option to issue a resolution (e.g. product substitution, partial refund) and customer support.	<ul style="list-style-type: none">• Filters by shop/ area product categories, and sales promotion