

Customer Journey Map - Grocery webapp (Blinkit clone)

Steps	Experience	Flow	Interactions	Digital Touchpoints & Places	People
Visit the web app to check for grocery availblity	Enters the web app to check for grocery availa-	Blinkit Clone WebApp	From homepage, views categories	User II	General shopper
Adds selected items to the reiew	Logs in/registers, sets pasacound	Blinkit Clone WebApp	Form homepage, views categories	User Admin	Time-sensitive customer
Proceeds to checkout but review ordder	Recommend ite-men, selects de-livery method	Checkout page	Form fill,ah wi display method	Admin Seller	Decison-maker
Qurorain order received	Seamless and responsive UI	SMS/Email notification	Order confirmation screen	Warehouse/Store	Voice-enabled customer
Goals & Motivations		Pain Points		Areas of Opportunity	
Quickly find and order groceries		Seamless and responsive UI for cart and search		• Add real-time invontory tracking synced with sellers	
Avoid delays, order tailures, and payment issues		Real-time product availability and fast updates		• Provide smart product suggestions	
Seamless and responsive UI for cart/search		Delay in inventory updates from sellers		• Enhance notifications (timing & personalization)	
				• Enable in-app Live delivery tracking with location sharing	