Customer Journey Map:

Customer Journey Map

🛒 Buyer   🏬 Seller

Need	Research	Selection	Checkout	Post-Purchase
💬 Stages	🔍 Research	✅ Selection	💳 Checkout	🐢 Post-Purchase
• Identifying product need **(Buyer)** and considering **selling** online (seller) • Browsing potential products **(Buyer)** and sellers	• Browsing potential products **(Buyer) and sellers** Comparing options • Evaluating marketplace sites, Setting up store)	• Adding desired product to cart **(Buyer)** and sellers • Did I price my items right?	• Finalizing payment, completing purchase	• Am I satisfied with the product? • Did I meet my sales target?
• Identifying product need (buyer) • Considering selling online (seller)	• Which product/store is meeting my needs best? • Is my shop set up correctly?	• Is this platform secure for checkout? • Did I price my items right?	• Why is making payment so complex? • Did I miss any order?	• Am I satisfied with the product? • Did I meet my sales target?
🔍 Search	👆 Product Details	🛒 Add to Cart	📁 Payment	📋 Post-Purchase

🔍 Search   📦 Product Details   🛒 Add to Cart   🛒 Add to Cart   💳 Payment   📥 Post Purchase   📋 Post-Purchase

--- Key Touchpoints ---

Opportunities			Opportunities
• Simplify the onboarding process (for sellers)	Provide better product filtering and recommendations (for buyers) • Offer support for easy shop setup **(for sellers)** (for sellers)	Streamline checkout process for faster and safer payments (for buyers) Provide better seller control • Give clearer payment steps and enable secure payment gateways (for buyers) • Enable secure paymet gateways	• Offer prompt support • For buyers and sellers) • Provide a user-mently feedback and store management system)