**CUSTOMER JOURNEY MAP**

| **Step** | | **What does the customer experience?** | **Interactions** | **Things (digital touchpoints)** | **Places** | **People** | **Positive moments** | **Negative moments** | **Areas of opportunity** | **Goals & motivations** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Discover** | Browsing ShopMart site or app for the first time | View ads, social media links, search engine results | ShopMart web app, product listings | Home, office, anywhere online | None directly | Excited to explore products | Overwhelmed by too many choices | Personalized homepage or recommendations | Help me find what I need quickly |
| **Register / Login** | Creating an account or logging in | Fill form, register with email or social login | Login page, registration form | Home | None directly | Fast signup, social login convenience | Forgetting password, captcha frustration | Clear error messages, social login options | Help me get started easily |
| **Browse & Search** | Searching, filtering, and viewing products | Use search bar, filters, click products | Product listing page, product details page | Anywhere | None directly | Finding interesting items | Slow load times, irrelevant search results | Better search & filter, faster loading | Help me find products I like |
| **Add to Cart / Wishlist** | Adding products to cart or wishlist | Click “Add to cart” / “Add to wishlist” buttons | Cart, wishlist pages | Anywhere | None directly | Feeling organized & in control | Items disappearing, stock issues | Real-time updates, stock alerts | Help me keep track of products I want |
| **Checkout & Payment** | Completing the purchase | Enter address, payment info, confirm order | Checkout page, payment gateway | Home | None directly | Clear confirmation of order | Confusing forms, payment failures | Simplified checkout, multiple payment options | Help me buy easily & securely |
| **Order Confirmation & Tracking** | Waiting for order to ship | Email/SMS updates, view order status | Order history page, email updates | Home | None directly | Getting shipping updates | No updates, delays | Real-time tracking, proactive notifications | Help me feel reassured |
| **Receive & Use** | Receiving & unboxing product | Delivery by courier | Physical product | Home | Delivery person | Product meets expectations | Damaged/late product | Better packaging, clear delivery dates | Help me enjoy what I bought |
| **Post-Purchase & Feedback** | Leave review, contact support if needed | Email prompts, contact form | Review form, profile page | Home | Customer care executive | Sharing opinion, earning loyalty points | Complex forms, no response | Easy reviews, responsive support | Help me share feedback easily |