

Project Design Phase-II

Customer Journey Map

Team ID	LTVIP2025TMID20429
Project Name	ShopEZ: One Stop Shop For Online Purchases
Date	19 July 2025
Maximum Marks	4 Marks

Customer Journey Scenario: Sarah's Birthday Gift

Sarah, a busy professional, is looking to buy a birthday gift for her friend Emily. She uses ShopEZ to explore fashion accessories, selects a gold bangle from personalized recommendations, and completes a seamless purchase. The seller processes the order via the admin dashboard, and Sarah later receives and gifts it with confidence.

Customer Journey Map

Step	Experience	Interactions	Goals & Motivations	Positive/Negative Moments	Opportunities for Improvement
Visit ShopEZ	User opens ShopEZ homepage	Web UI	Help me find a gift quickly	Positive: User-friendly interface	Could provide quicker login options
Browse Products	Searches fashion accessories	Search & filter tools	Help me narrow down choices	Positive: Filtering by budget/style	Could offer guided search
View Recommendation	Sees 'Recommended for You' bangle	Recommendation engine	Help me find what suits her taste	Positive: Personalized pick	More tailored suggestions
Add to Cart & Checkout	Proceeds to checkout	Cart, address, and payment fields	Help me buy smoothly	Positive: Fast checkout	Support more payment options
Order Confirmation	Receives email confirmation	Email notification	Help me feel secure about purchase	Positive: Instant confirmation	Add tracking feature

Seller Action	Seller sees order in dashboard	Admin dashboard	Help me fulfill quickly	Positive: Quick notification	Could auto-assign delivery partner
Gift Delivered	Sarah gifts Emily the bracelet	Physical delivery	Help me make her happy	Positive: Joyful unboxing	Add gift packaging option