

BookNest: Where Stories Nestle

Customer Journey Map

Customer Journey Map Table (Content Only)

Steps	Interactions	Things	Places	People	Positive Moments	Negative Moments	Areas of Opportunity
Enter	Arrive at homepage	BookNest website or app	Home	None	Clean layout	Unclear start	Add onboarding
Browse Books	Search/filter	Search bar, filters	Explore section	-	New discoveries	Too many results	Smart suggestions
View Book Details	Click to view details	Book detail page	Product page	Other users	Reviews, previews	Mixed reviews	Highlight top picks
Add to Cart	Add/view cart	Cart icon	Nav bar	-	Planning purchase	Confusing discounts	Auto-apply coupons
Checkout	Enter details	Payment form	Checkout page	-	Seamless	Payment issues	Autofill, mobile UI
Confirmation	Get email	Email, app	-	-	Excited	No delivery info	Add ETA, tracking
Receive Books	Unbox	Package	Home	Delivery person	Joy	Delays	Bookmarks, tips
Read & Review	Read, rate	Reading app	Anywhere	-	Immersed	Forget to review	Incentivize reviews
Get Recommendations	Suggestions	Email, carousel	Anywhere	-	Relevant finds	Repetitive	Better AI
Extend	Wishlist, blog	Blog, forum	Anywhere	Readers	Community	Hidden features	Promote features