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Batch no- 1

Task no- 4

Task name -✓ Take the same scenario as a reference

✓ Now, use any online design thinking tool to prepare a customer journey map for the given example

**Product Recap: SmartCart – AI-Powered Grocery Shopping App**

* **Purpose:** Helps users shop for groceries online with **personalized recommendations, smart budget tracking, and automated list creation**.
* **Target Audience:** Busy individuals, families, and working professionals who prefer online grocery shopping.

**Step 1: Choosing an Online Design Thinking Tool**

To create the **Customer Journey Map (CJM)**, here are some popular online design thinking tools you can use:

1. **Miro** → Collaborative whiteboard platform with customizable journey map templates.
2. **Figma** → Ideal for creating detailed and visually appealing journey maps.
3. **Canva** → User-friendly with journey map templates.
4. **Lucidchart** → Great for flowcharts and journey mapping.
5. **UXPressia** → Specifically designed for journey mapping with persona and experience mapping tools.

**Recommendation:**  
I suggest using **Miro** or **Figma** because:

* Both have **intuitive interfaces**.
* Offer free plans with CJM templates.
* Ideal for real-time collaboration and easy sharing.

**Step 2: Customer Journey Mapping Phases**

The **Customer Journey Map (CJM)** will cover the following stages:

1. **Awareness** → How the user discovers SmartCart.
2. **Consideration** → When the user evaluates and decides to download the app.
3. **Onboarding** → The first interaction with the app.
4. **Usage & Engagement** → Daily interactions and shopping experience.
5. **Retention & Advocacy** → Post-purchase experience and brand loyalty.

**Step 3: Customer Journey Map (CJM) Structure**

Here’s the **CJM structure** for SmartCart:

**1. Awareness Stage**

**Objective:** Capture the user's first interaction with the product.

**Actions:**

* Sees a SmartCart ad on Instagram or YouTube.
* Clicks the ad out of curiosity.
* Visits the website and reads product details.

**Pain Points:**

* Distrust of new apps.
* Skepticism about product quality and reliability.

**Opportunities:**

* Use **social proof (reviews and testimonials)**.
* Highlight key features with screenshots.

**2. Consideration Stage**

**Objective:** The user evaluates and decides whether to download the app.

**Actions:**

* Visits the **App Store or Play Store**.
* Reads **reviews and ratings**.
* Compares it with other grocery apps.

**Pain Points:**

* Concerns about **hidden costs or subscriptions**.
* Fear of complicated registration.

**Opportunities:**

* Clear and transparent pricing.
* **Free trial or discount** for first-time users.
* Highlight easy and quick onboarding.

**3. Onboarding Stage**

**Objective:** First-time user experience and app setup.

**Actions:**

* Downloads and installs the app.
* Creates an account with email or Google login.
* Completes a **brief tutorial**.

**Pain Points:**

* Long and **complex registration forms**.
* Confusing navigation.

**Opportunities:**

* **Simplified onboarding** with fewer steps.
* Add a **"Skip tutorial"** option for faster access.
* Use **tooltips** to guide new users.

**4. Usage & Engagement Stage**

**Objective:** User actively uses the app to shop for groceries.

**Actions:**

* Adds products to the cart.
* Uses **Smart Recommendations** for personalized shopping.
* Checks out and makes a payment.

**Pain Points:**

* Slow loading time.
* **Limited product filters**.
* Payment gateway issues.

**Opportunities:**

* **AI-powered search filters** (price, category, brand).
* Multiple payment options.
* Offer **one-tap reordering** for frequent items.

**5. Retention & Advocacy Stage**

**Objective:** User continues using the app and recommends it to others.

**Actions:**

* Receives **discounts and offers** for repeat orders.
* Shares positive experiences on **social media**.
* Refers friends to earn rewards.

**Pain Points:**

* **Infrequent updates** or lack of new features.
* Boring or repetitive content.

**Opportunities:**

* Introduce **weekly challenges and rewards**.
* Send **personalized offers** based on shopping habits.
* Add a **loyalty program** for frequent users.

**Step 4: Visualizing the Customer Journey Map**

Since I can't directly use external tools like Miro or Figma, here’s how you can create the **CJM** yourself:

**How to Create It in Miro (Free Plan)**

1. Go to [Miro](https://miro.com) and sign up (or log in).
2. Click on **"Create New Board"** → Select **Customer Journey Map Template**.
3. Add the five phases:
   * Awareness
   * Consideration
   * Onboarding
   * Usage & Engagement
   * Retention & Advocacy
4. Add the following columns for each phase:
   * **Actions:** What the customer does.
   * **Pain Points:** Their frustrations or obstacles.
   * **Opportunities:** Solutions or improvements.
5. Use **color coding** to highlight pain points and opportunities.
6. Add **icons and images** to make the journey visually engaging.
7. Save and export it as a PDF or share the Miro link.