

Customer Journey Map

Stage	User Goal	Touchpoints	User Actions	Pain Points	Opportunities
1.Awareness	Discover the fashion brand and CRM interface	Website, Social Media, Word of Mouth, In-store	Customer hears about HandsMen Threads through Instagram, fashion events, ads	Low digital reach, unclear brand value	Improve branding, use influencer campaigns and reels to attract users
2. Onboarding	Sign up as a customer, sales staff, or store admin	Salesforce Sign-Up Page, Lightning Login	User fills sign-up form (customer/staff profile) through flow or mobile UI	Complex forms, poor mobile UX	Simplify registration process, introduce mobile-friendly onboarding
3. Product Browsing	View available products or manage inventory	HandsMen Threads Product Catalog (Salesforce Tab)	Customers browse products; store staff manages catalog and SKUs	Incomplete product info, outdated stock	Add filters, images, sizes; auto-update stock based on orders
4. Order Placement	Place or record an order	Lightning Page for Orders, POS Interface	Order is created with auto-numbering and status (Pending, Confirmed, Rejected)	Errors in entry, delays in confirmation	Use automation: order validation + confirmation emails via Flows
5. Loyalty Tracking	Track purchase history and loyalty status	Customer Object + Scheduled Flow	System updates loyalty status (Gold/Silver/Bronze) daily	Manual tracking is slow, inconsistent reward	Automate status updates using Scheduled Flows, show loyalty in profile dashboard
6. Feedback	Rate service or raise issue	Feedback form (Custom Object), Email, Phone	Customer submits feedback or complaint	Limited feedback loops	Use forms, WhatsApp/SMS surveys, loyalty prompts for reviews
7.Reporting	Monitor business metrics and performance	Salesforce Dashboards & Reports	Admin views reports on sales, inventory, customer status	Lack of insights, raw data overload	Visual dashboards for loyalty trends, top orders, sales by location

HandsMen

Awareness:
(How often can customers)

Consider thoughts
browse products

Market lists
products, parties

Product notification

Order confirmation
loyalty updates

Customer preferences
(the duration of the campaign)
loyalty updates



Post purchase
to customers, and
provide order
for sale.

Customer
category

Local Parts
Admin Portal

Tool Retires

Create Loyalty
Program

Order purchase
inventory posment



Order confirmation,
loyalty updates



Product Page



Product Listing

- Display for users that are not logged in
- Display for users that are logged in
- Display for users that are logged in and have a cart
- Display for users that are logged in and have a cart and are in a specific location

HandsMen