

Customer Journey Map

This image shows the complete journey of a user while using the smartphone analysis platform. It explains different stages like Notice, Enter, Engage, Exit, and Extend, showing what the customer does, thinks, and experiences at each step. It



	Notice User becomes aware of platform	Enter User decides to sign up	Engage User compares smartphones, views insights	Exit User makes an informed purchase	Extend User shares feedback or returns
Steps	Sees ad or article promoting platform Clicks on link to visit the website	Signs up through email, Google, or LinkedIn Confirms account via email or OTP	Confirms account via email or OTP Completes user profile with preferences	Adds chosen smartphone to cart Reviews product details and comparisons	Receives follow-up survey via email Leave feedback or writes review on the platform
Interactions	Sees Tableau dashboard with charts Reads about smartphone comparison features	Receives confirmation email or OTP Sets up account preferences	Views visual charts showing smartphone trends Reads insights & recommendations for different phones	Enters payment info securely Receives order confirmation via email	Gets sale confirmation via status info Checks delivery status
Goals & Motivations	Stay updated on latest smartphones Find-best smartphone within budget	Creates an account quickly & easily Personalize experience to preferences	Identify top smartphone options Reads insights & recommendations for different phones	Buy a smartphone confidently Ensure gesture customization email	Share experience & improvements Receive accolades or loyalty points
Purchase moments	Finds value in detailed comparisons Trusts platform's impartial data	Finds perfect smartphone with & Beckett features Sees top-rated smartphone in details	Finds perfect smartphone sustainability Easy checkout based on sorts	Simple and secure checkout process Receives prompt confirmation message	Feels valued as a customer Receives participation gifts or loyalty points
Negative moments	Finds value in detailed comparisons Smooth and quick sign-up process	Smooth and quick sign-up process Feds platform rationale user needs	Setup detections within dashboard Feds platform and product form	Simple and secure checkout process Receives prompt confirmation message	Happy to share experiences with Difficulty in unsubscribing from emails
Area of opportunity	Confusing information or ads Homepage lingo, User-user question	Overwhelming, or due to snail-mail Difficulty in using filters or charts	Unexpected delays or issues Mollie payment integration issues	Simple and accessible checkout Receives prompt confirmation of order	Feels valued as a customer Isn't rewarded for loyalty, or loyalty points
Create homepage	Confusing information or ads Homepage lingo, User-user question	Difficult sign-up verification process Delayed account confirmation	Setup hangs on certain phones Setup hitches hair embezzled horns	Simple and secure checkout Receives prompt confirmation of order	No response to promotional incentives Difficulty in unsubscribing from emails

Legend: Steps Interactions Goals & Motivations Purchase moments Negative moments

helps understand user actions, goals, positive and negative moments, and areas for improvement to make the system better. This customer journey map also helps in identifying user needs, improving decision-making experience, increasing user satisfaction, and designing a more efficient and user-friendly platform that supports better smartphone purchase decisions.

By analyzing each stage, the system can reduce user confusion, provide clear insights, and enhance overall engagement. It also supports better planning of features, improved usability, and continuous improvement of the dashboard experience based on customer feedback.