**Requirement Analysis**

Customer Journey Map

|  |  |
| --- | --- |
| Date | 16 April 2025 |
| Team ID | SWTID1745000177 |
| Project Name | Stock Trading Web App |

**Journey Map**

| **Phase** | **Awareness** | **Consideration** | **Decision** | **Usage** | **Loyalty** |
| --- | --- | --- | --- | --- | --- |
| **Customer Actions** | Sees an ad or receives recommendation from friend | Visits the website, browses product categories, reads about features | Creates account, adds items to cart, completes checkout | Uses dashboard, tracks orders, receives packages | Makes repeat purchases, refers friends, writes reviews |
| **Touchpoints** | Social media ads, referrals, search engines, content marketing | Website UI, product listings, feature descriptions, user reviews | Registration form, cart interface, checkout process, payment gateway | Order tracking, email notifications, delivery experience | Loyalty program, personalized recommendations, email marketing |
| **Emotions** | Interested, curious, hopeful | Engaged, excited, comparing options | Decisive, committed, slightly anxious | Satisfied or frustrated (depending on experience) | Loyal, valued, enthusiastic |
| **Pain Points** | Skeptical about platform reliability, uncertain of product quality | Too many options, difficulty filtering relevant products | Concerns about data security, complex checkout process | Delivery delays, order tracking issues, product expectations not met | Limited rewards, lack of personalization, inconsistent experience |
| **Solutions** | Clear value proposition, trust badges, social proof, customer testimonials | Intuitive search filters, comparison features, detailed product information | Streamlined checkout, clear security indicators, guest checkout option | Real-time order tracking, proactive notifications, responsive customer support | Personalized recommendations, loyalty rewards, special offers, exclusive access |