

Customer Journey Map - GreenCart

Scenario: Browsing, ordering, paying for, and receiving groceries online through GreenCart

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Project Name	shopsmart: your digital grocery store experience

Stages and Experience Flow

Stage	What does the person experience?	Interactions	Things (Digital Touchpoints)	Places	People
Awareness	Learns about GreenCart from social media, word of mouth, or search engines	Clicks ads, visits homepage	Website landing page, product previews	Home	—
Browse Products	Looks through categories, filters by need	Clicks on categories, product cards	Product listing page, product detail page	Home	—
Add to Cart	Adds items to cart for weekly grocery shopping	Clicks “Add to Cart”	Cart panel, notifications	Home	—
Login/Register	Registers with mobile/email or logs in	Enters info or logs in	Login modal/form	Home	—
Checkout	Reviews cart, selects delivery address and payment method	Clicks “Checkout”, fills forms	Checkout page, delivery scheduler	Home	—
Payment	Makes payment via Razorpay or selects COD	Completes payment gateway flow	Razorpay UI, order confirmation popup	Home	Payment Gateway
Order Confirmation	Gets confirmation via email/notification	Sees order summary	Order confirmation screen, email	Home	—
Order	Waits for delivery	Status	Order	Home	Delivery

Fulfillment		updates, notifications	tracking page (if any)		personnel
Delivery	Receives groceries at doorstep	Greets delivery person	Physical delivery slip	Home	Delivery person
Review	Optionally writes a review or rates experience	Star rating / feedback form	Website review page, email prompt	Home	—
Repeat Purchase	Receives offers or reorders regularly	Uses saved lists, explores deals	Dashboard, saved cart	Home	—

Emotions and Opportunities

Moments	Positive Emotions	Negative Emotions	Opportunities for Improvement
Product browsing	Excited to see variety and discounts	Confused by missing categories or slow loading	Improve filtering and category organization
Checkout	Feels in control, happy with multiple options	Gets frustrated if address or payment fails	Simplify forms and enable autofill
Payment	Confident if Razorpay is quick	Anxious if payment fails or is slow	Add payment retries, COD fallback
Delivery	Satisfied if on-time	Angry if late or damaged items	Show delivery time estimate clearly
Post-purchase	Happy with quality	May forget to reorder	Offer personalized reorder reminders

Customer Goals & Motivations

- • Help me find fresh groceries easily
- • Help me save time by avoiding market visits
- • Help me track my order
- • Help me feel confident my order is correct
- • Help me reorder my favorite items