

# Customer Journey Map

A comprehensive analysis of the user experience across ten critical stages, from initial awareness through post-order management. This journey map identifies key pain points and opportunities for improvement in the parts ordering process.



Journey Stage	User Actions	Touchpoints	User Thoughts	Pain Points	Opportunities
1. Awareness / Entry	Clicks link from bookmark, email, or Scientific Brake site	Browser, Email, Website	"I need to order parts fast."	No public catalog preview	Allow limited pre-login browsing
2. Login / Access	Logs in using account credentials	Login page	"Hope my login works."	Forgotten passwords, strict access	SSO, passwordless login, faster auth
3. Search & Discovery	Searches by part #, keyword, or category	Search bar, filters	"Show me the right part."	Poor search relevance, limited filters	Smart search, synonyms, VIN / axle filters
4. Results Review	Scans results, refines search	Search results list	"Which one is correct?"	Hard to compare similar parts	Compare view, highlights, fitment badges
5. Part Detail	Opens part page	Product detail page	"Is this compatible?"	Missing images, specs, interchange	Rich specs, ERP-verified compatibility
6. Add to Cart	Adds item, sets quantity	Cart widget	"Did I add the right qty?"	Cart feedback unclear	Inline confirmation, stock indicator
7. Cart Review	Reviews pricing, quantity	Cart page	"Is pricing correct?"	Pricing surprises, freight unknown	Real-time pricing, freight estimate
8. Checkout	Confirms shipping, submits order	Checkout page	"Submit and move on."	Multi-step friction	One-page checkout
9. Confirmation	Views order confirmation	Confirmation page, email	"Good, order placed."	No ETA clarity	Delivery ETA, tracking links
10. Post-Order	Views order history & invoices	Orders & invoices	"Need this for records."	Hard to find past orders	Reorder button, filters, export

# 1. Awareness & Entry



## User Actions

Clicks link from bookmark, email, or Scientific Brake site



## Touchpoints

Browser, Email, Website



## User Thoughts

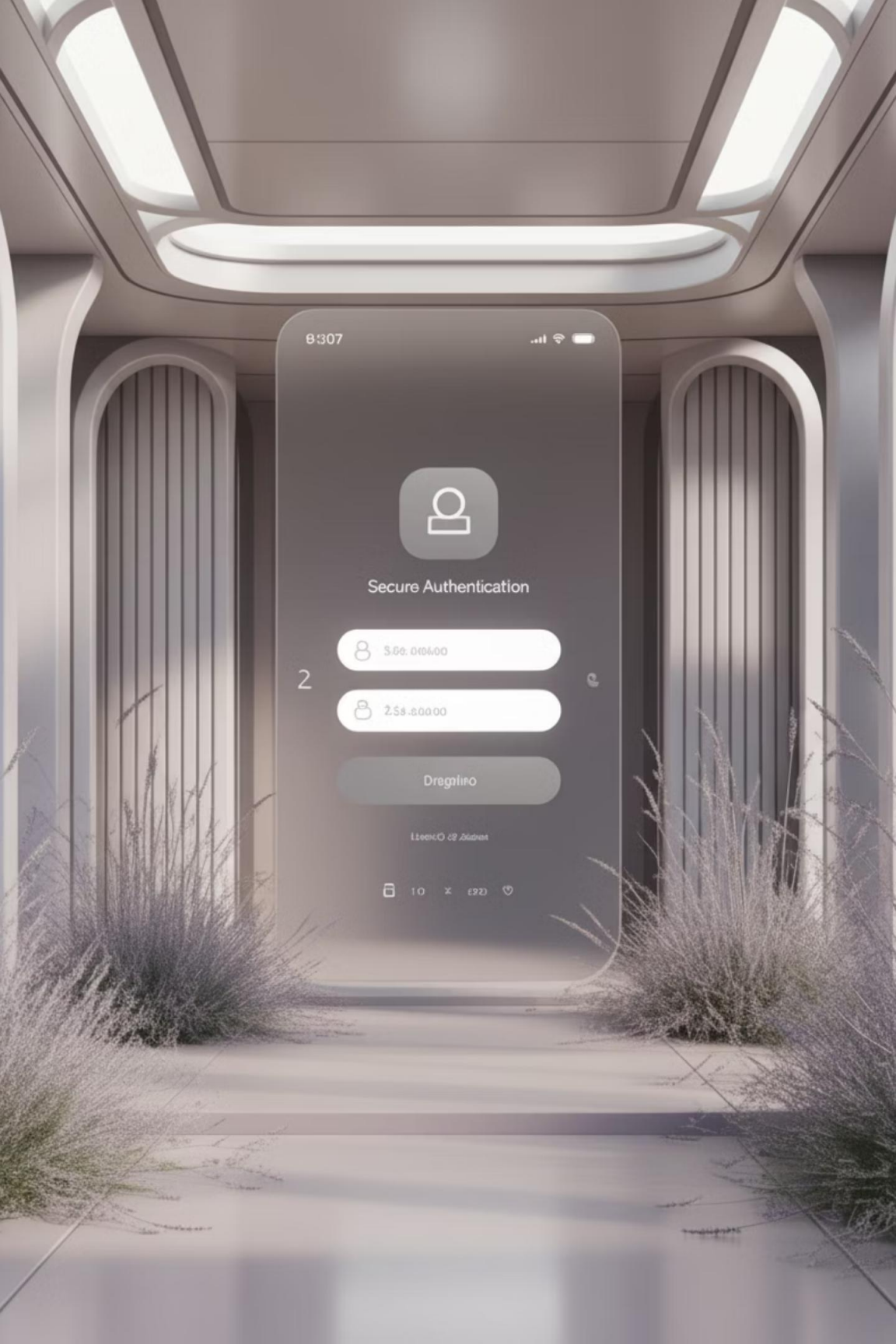
"I need to order parts fast."

## Pain Point

No public catalog preview available before login

## Opportunity

Allow limited pre-login browsing to improve accessibility



## 2. Login & Access

### User Actions

Logs in using account credentials

### User Thoughts

"Hope my login works."

### Pain Points

- Forgotten passwords
- Strict access controls

### Opportunities

- SSO integration
- Passwordless login
- Faster authentication



### 3. Search & Discovery



Search Methods

Part number, keyword, or category



User Expectation

"Show me the right part."



Desired Outcome

Accurate, relevant results

#### Current Pain Points

- Poor search relevance
- Limited filter options

#### Enhancement Opportunities

- Smart search with synonyms
- VIN and axle filters



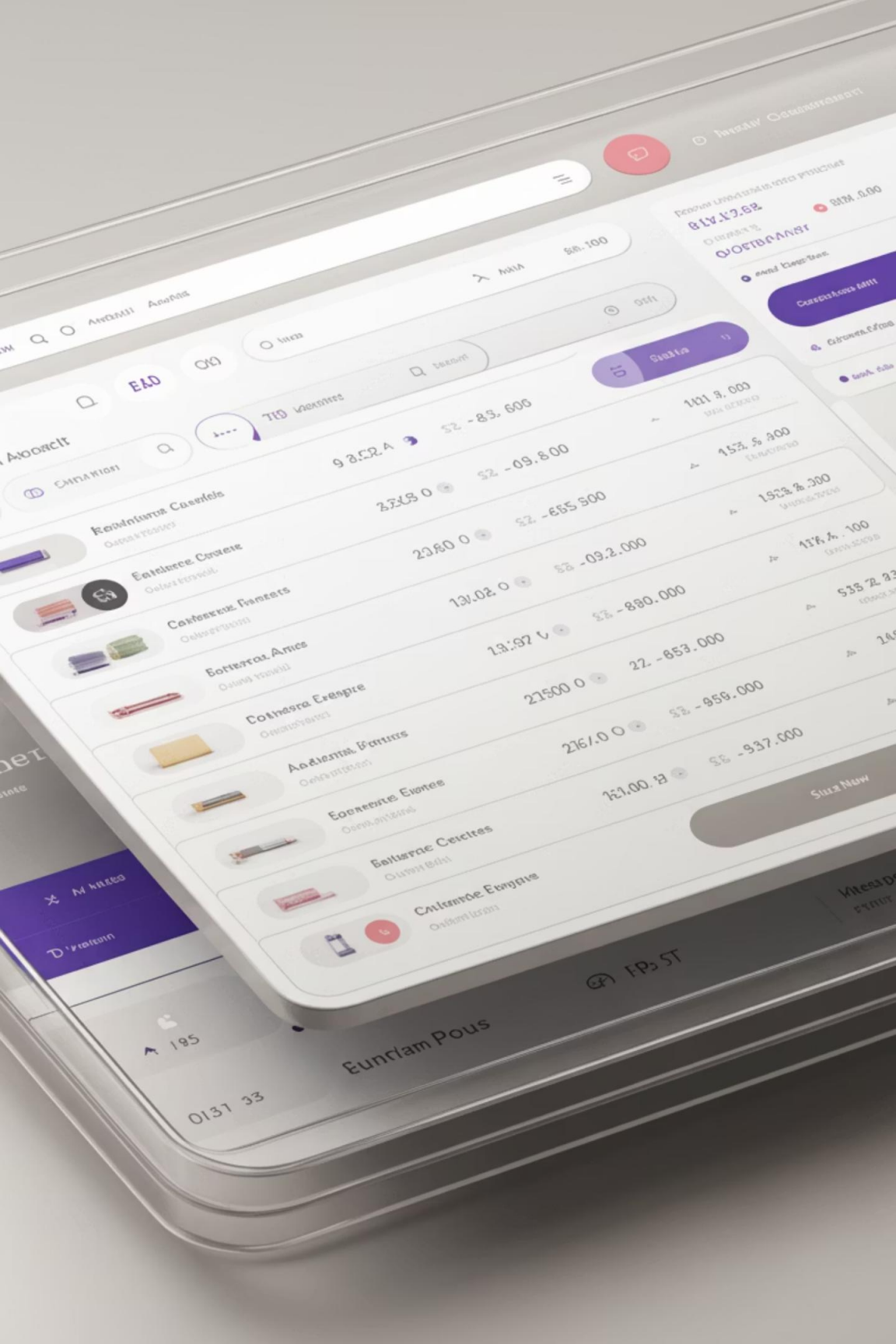
# 4. Results Review & Part Detail

01	02	03
Scan Results	Compare Options	View Details
User reviews search results list and refines search parameters	"Which one is correct?" - Difficulty comparing similar parts	"Is this compatible?" - Opens product detail page for specifications
Pain Points		Opportunities
<ul style="list-style-type: none"><li>• Hard to compare similar parts</li><li>• Missing images and specs</li><li>• Unclear interchange information</li></ul>		<ul style="list-style-type: none"><li>• Compare view functionality</li><li>• Highlights and fitment badges</li><li>• Rich specs with ERP-verified compatibility</li></ul>

## 5. Add to Cart Experience

- 1 Action  
Adds item and sets quantity using cart widget
- 2 Concern  
"Did I add the right qty?"
- 3 Issue  
Cart feedback unclear
- 4 Solution  
Inline confirmation with stock indicator





## 6. Cart Review

### User Actions

Reviews pricing and quantity on cart page

### User Thoughts

"Is pricing correct?"

### Pain Points

Pricing surprises and unknown freight costs

### Opportunities

Real-time pricing with freight estimates



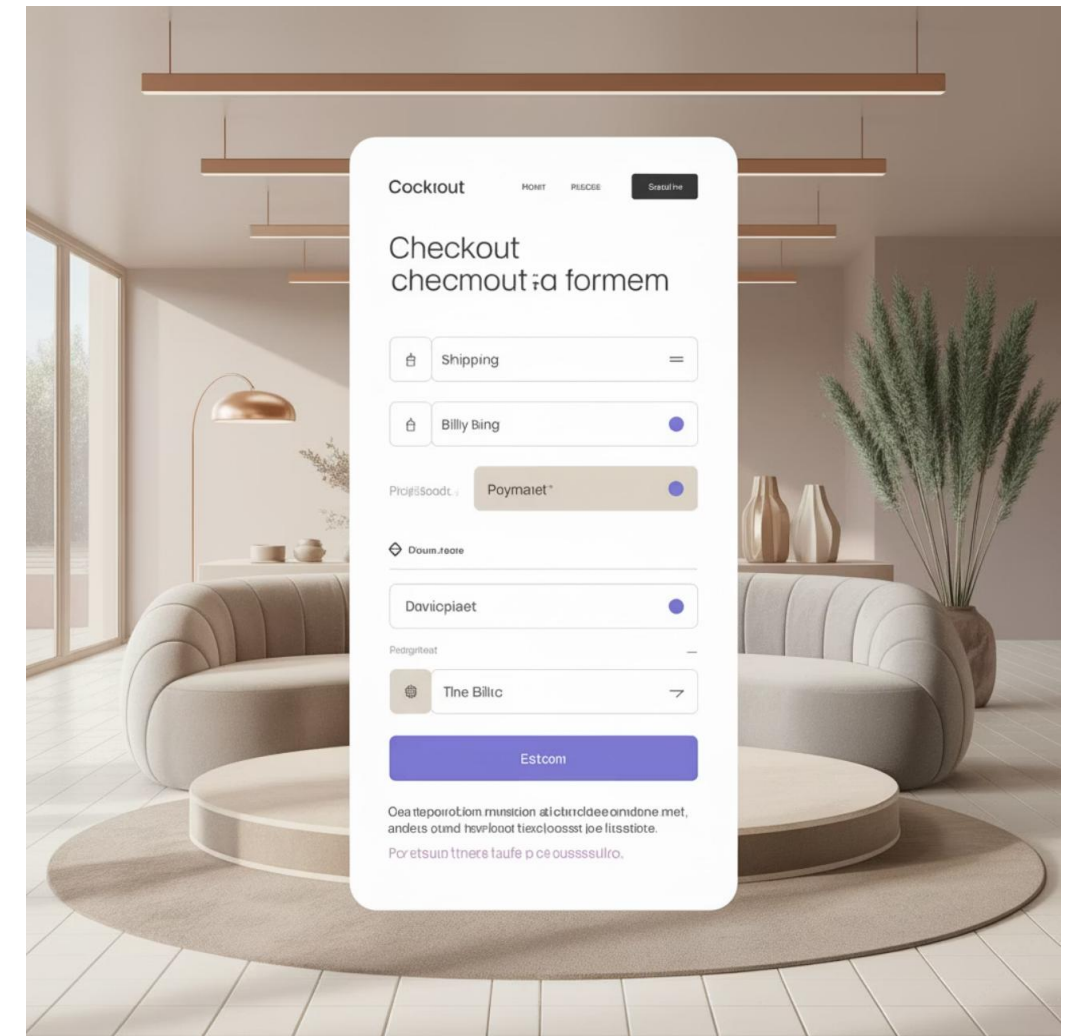
# 7. Checkout Process

## Current Experience

User confirms shipping details and submits order through checkout page. The primary thought is "Submit and move on," but multi-step friction creates unnecessary delays.

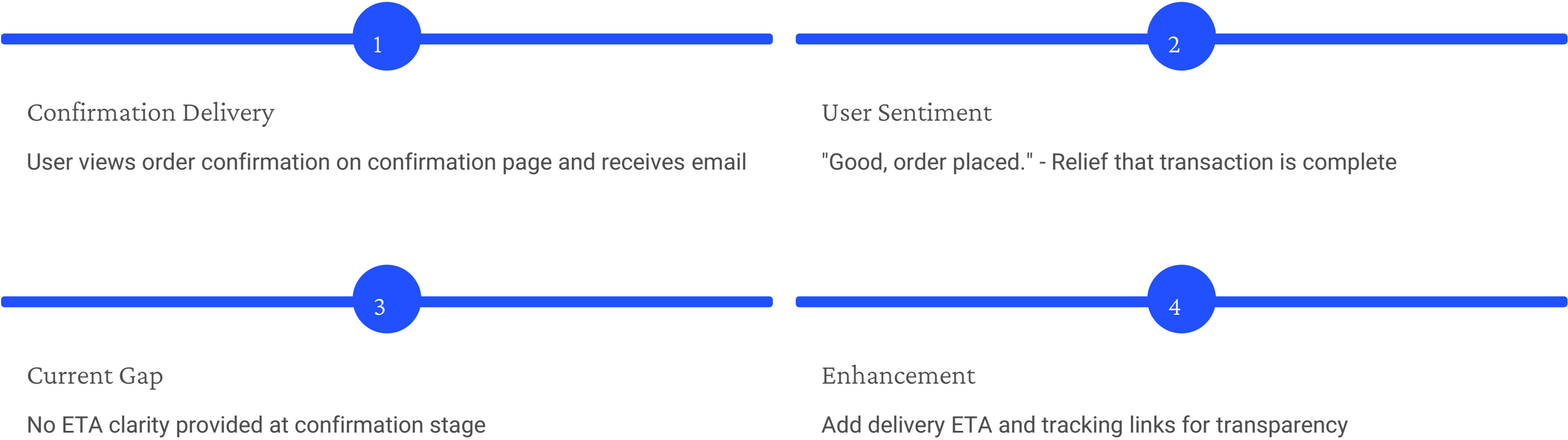
## Improvement Opportunity

Implement one-page checkout to streamline the process and reduce abandonment.





# 8. Order Confirmation



## 9. Post-Order Management



### User Actions

Views order history and invoices through dedicated pages



### User Thoughts

"Need this for records." - Seeking documentation for business purposes



### Pain Points

Hard to find past orders in current system



### Opportunities

Add reorder button, enhanced filters, and export functionality