

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

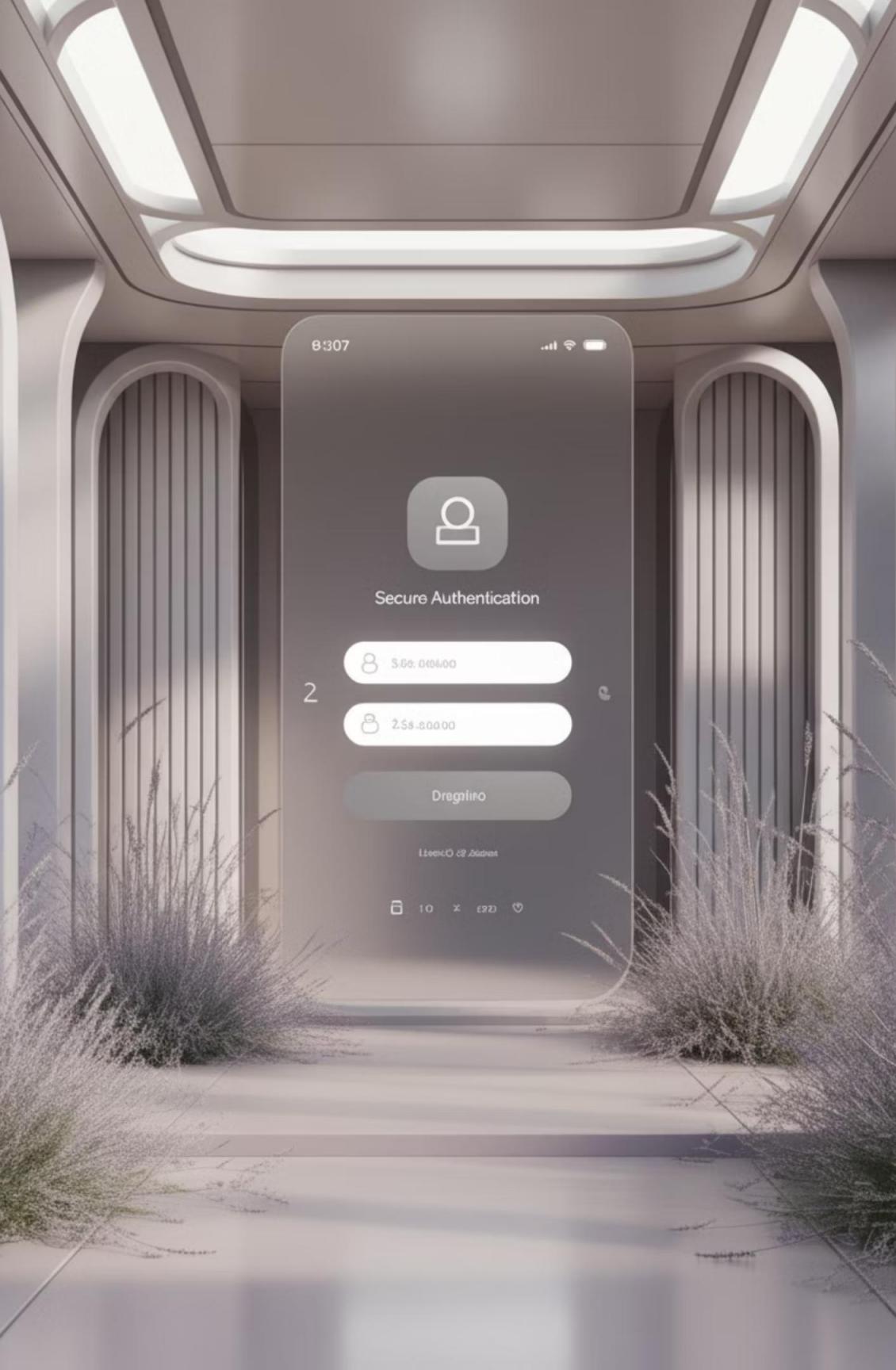
"I need to order parts fast."

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

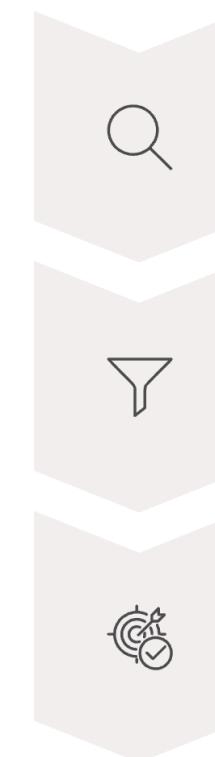
- Forgotten passwords
- Strict access controls

Opportunities

- SSO integration
- Passwordless login
- Faster authentication



3. Search & Discovery



Search Method

Part number, keyword, or category

User Expectation

"Show me the right part.

Desired Outcome

Accurate, relevant result

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

Scan Results

User reviews search results list and refines search parameters

02

Compare Options

"Which one is correct?" - Difficulty comparing similar parts

03

View Details

"Is this compatible?" - Opens product detail page for specifications

Pain Points

- Hard to compare similar parts
- Missing images and specs
- Unclear interchange information

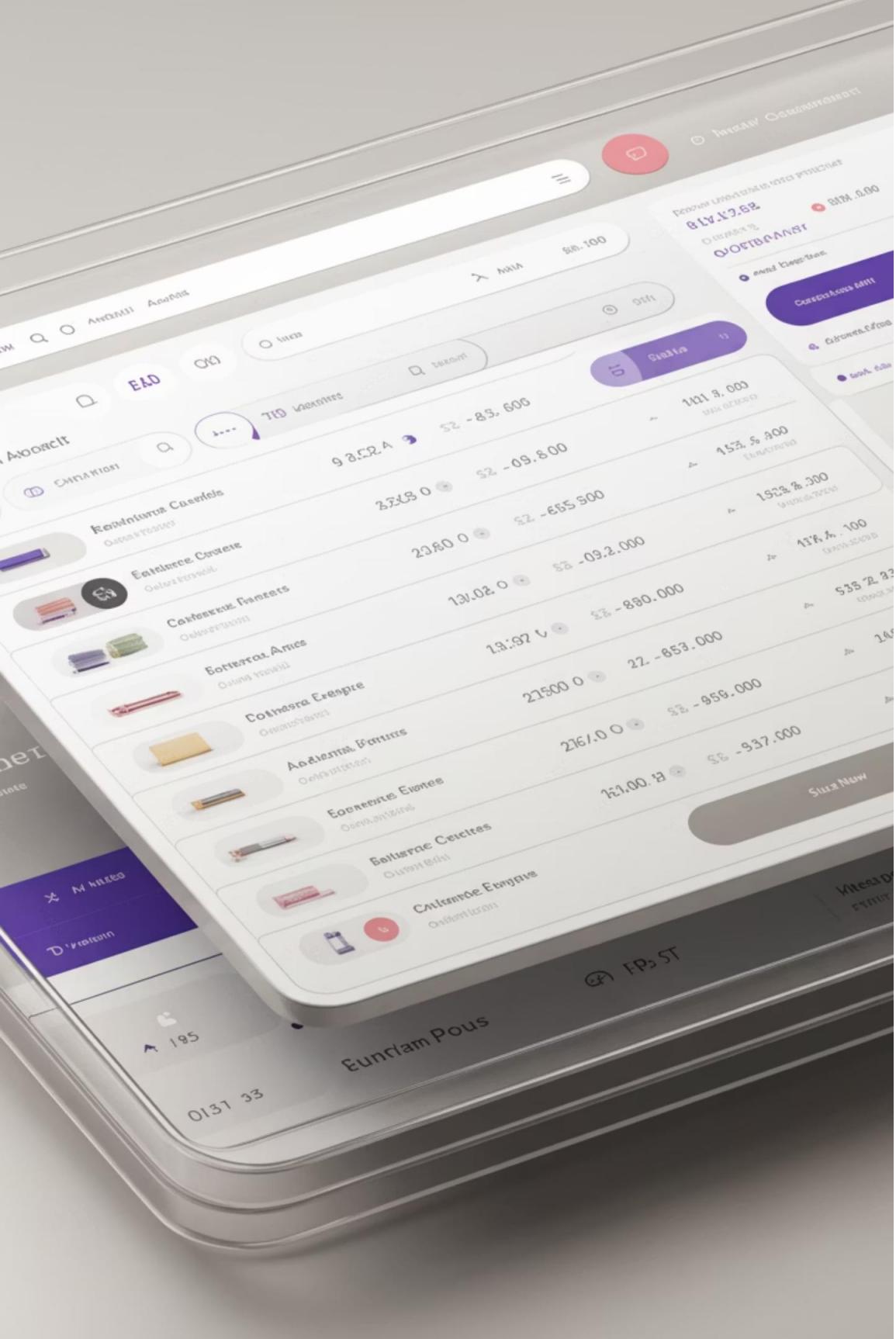
Opportunities

- Compare view functionality
- Highlights and fitment badges
- Rich specs with ERP-verified compatibility

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

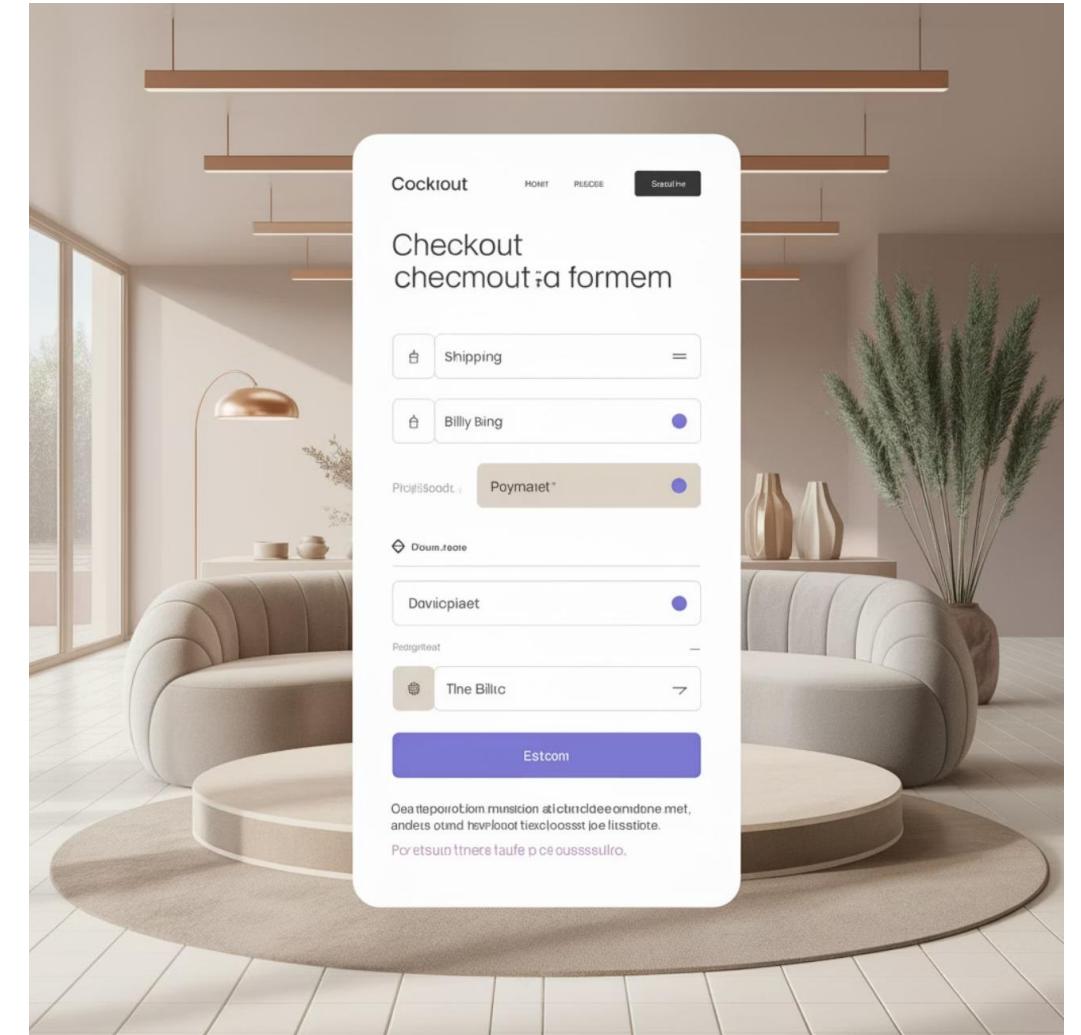
7. Checkout Process

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.

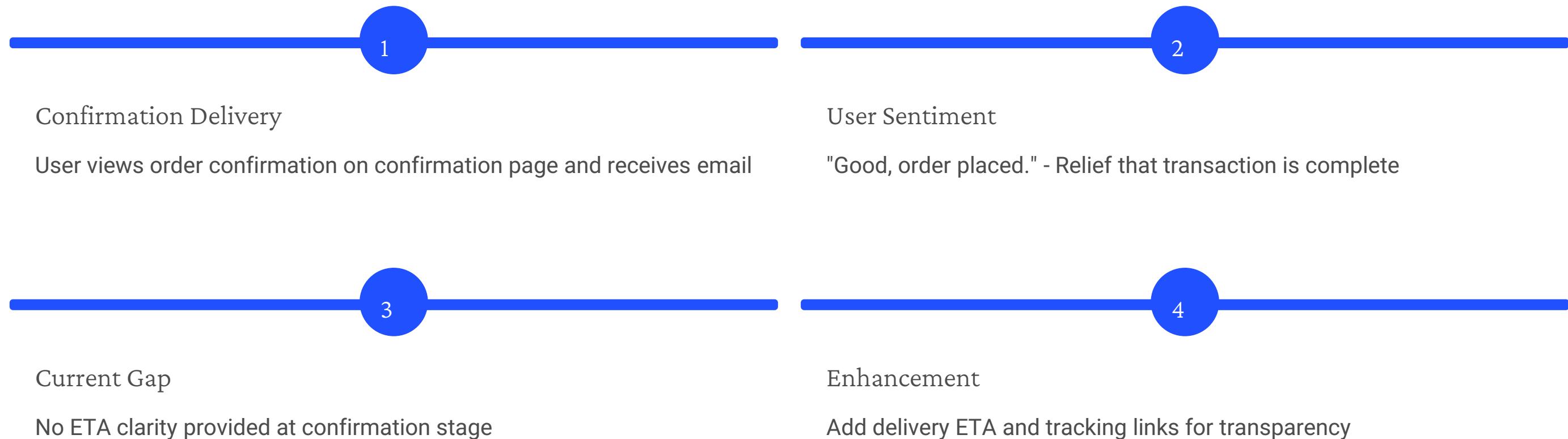
Improvement Opportunity

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