

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.



1. Awareness & Entry



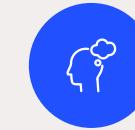
User Actions

Clicks link from bookmark, email, or
Scientific Brake site



Touchpoints

Browser, Email, Website



User Thoughts

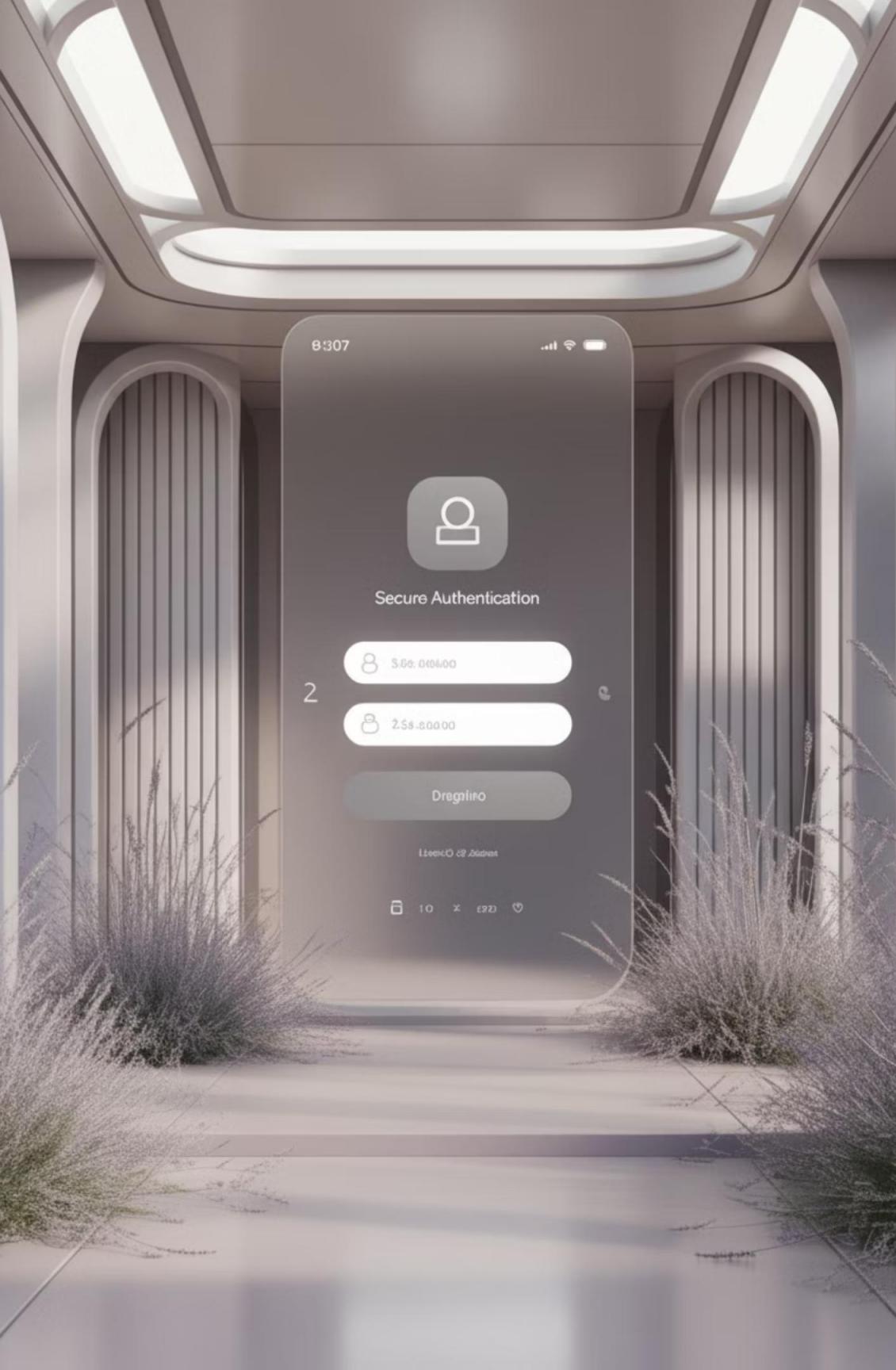
"I need to order parts fast."

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 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

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

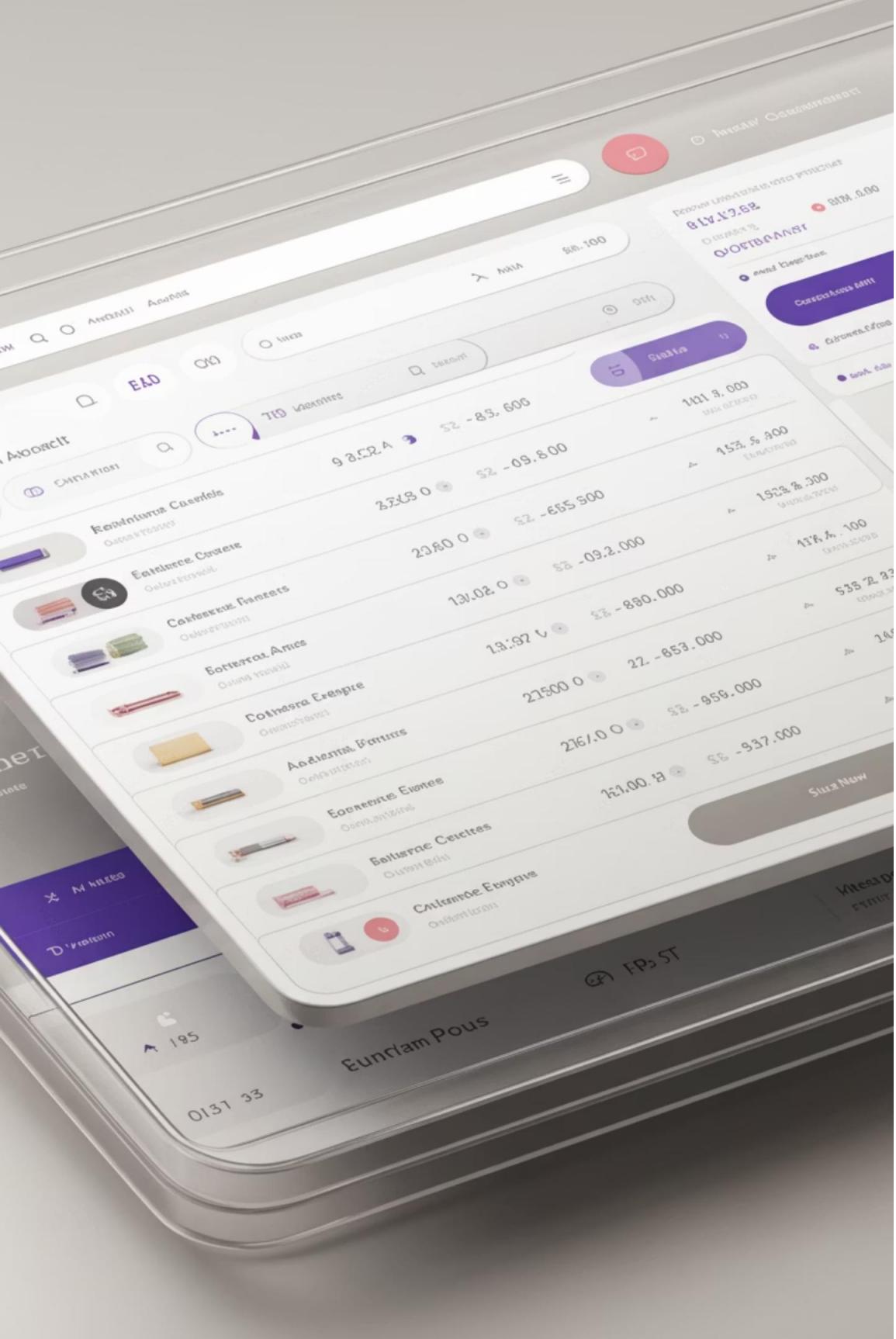
Opportunities

- 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

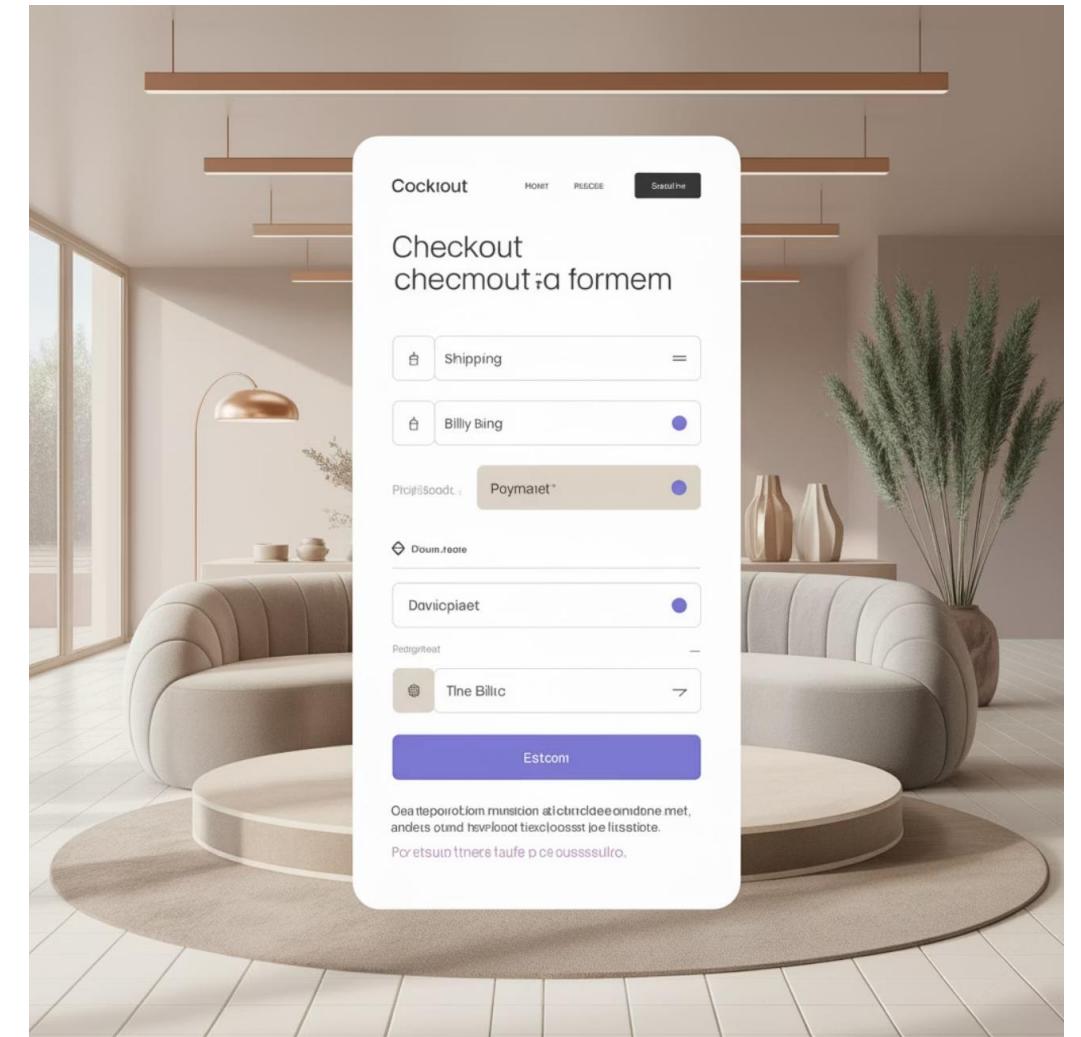
7. Checkout Process

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.

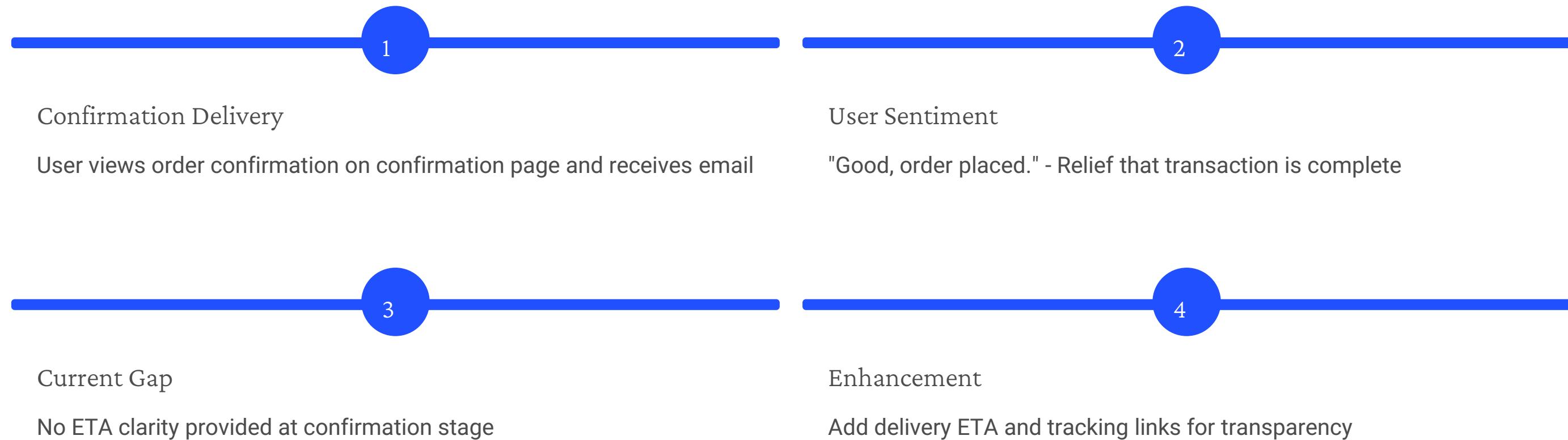
Improvement Opportunity

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