

Assignment

User Experience

Name: Sachin Bhat

Email ID: bhat.sachin@gmail.com

Assignment Instructions

For the given scenario (Slide - 3), you need to prepare the following:

- User journey map
- Describe whether the user experience was good, neutral, bad for each of the steps in user journey map
- How can you improve the bad and neutral experience?
- Updated user journey map after you have improved the bad and neutral experience
- As a PM is your role of ensuring great UX only limited to the website/app? (Yes/No). Give reasons for your choice.

Scenario

Archit a photography enthusiast, is looking for a new digital camera, he is going on a holiday to Shillong after 5 day(Oct 5) so he needs the camera to arrive by then. He goes to “Buyonline” website, he quickly finds the camera he wants, checks the delivery time and upon seeing “Free delivery by Oct 3 (Three days later)”, adds it to the cart, and without incident, confirms the order and selects COD as the payment option. Quick, easy — he is pleased and excited to receive the camera.

He was also e-mailed the tracking no. for the courier partner when the item was shipped. After 2 days, he wanted to check the delivery status, so he went to the “Buyonline” website, but he was frustrated to find that he could not track the package there and had to go to a third party website to track it. The website of courier partner was badly designed and he was not able to figure out how to get the details. Then he called up the customer support of “Buyonline”, where he talked with the customer support executive and came to know that his order was delayed a bit due to logistics issues at the courier partner's end. He was unhappy about the whole process and asked to cancel the order as he needed the camera urgently. But the customer support executive told him that COD orders can only be cancelled after delivery and not during while the item was in transit. Archit explained to him that no one would be there to receive the package when it arrived. He was frustrated with the whole situation and finally had to buy the camera offline at higher price.

Also when the “Buyonline” package arrived the courier partner tried to deliver the package for three days before they sent it back and every day a new delivery boy kept calling Archit about how the house was locked and where should he deliver the package and whom should he deliver to?

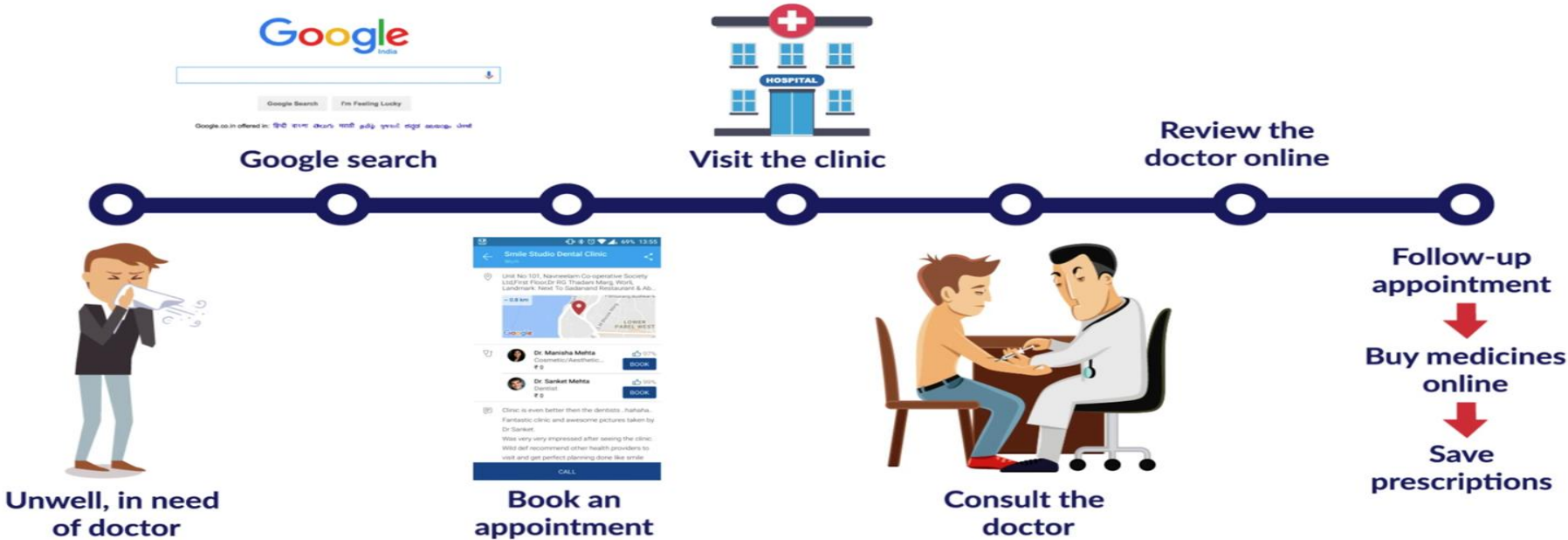
Archit was frustrated with the whole experience and decided that he will never buy from “Buyonline” again and instead use some other website.

User Journey map

User Journey Map

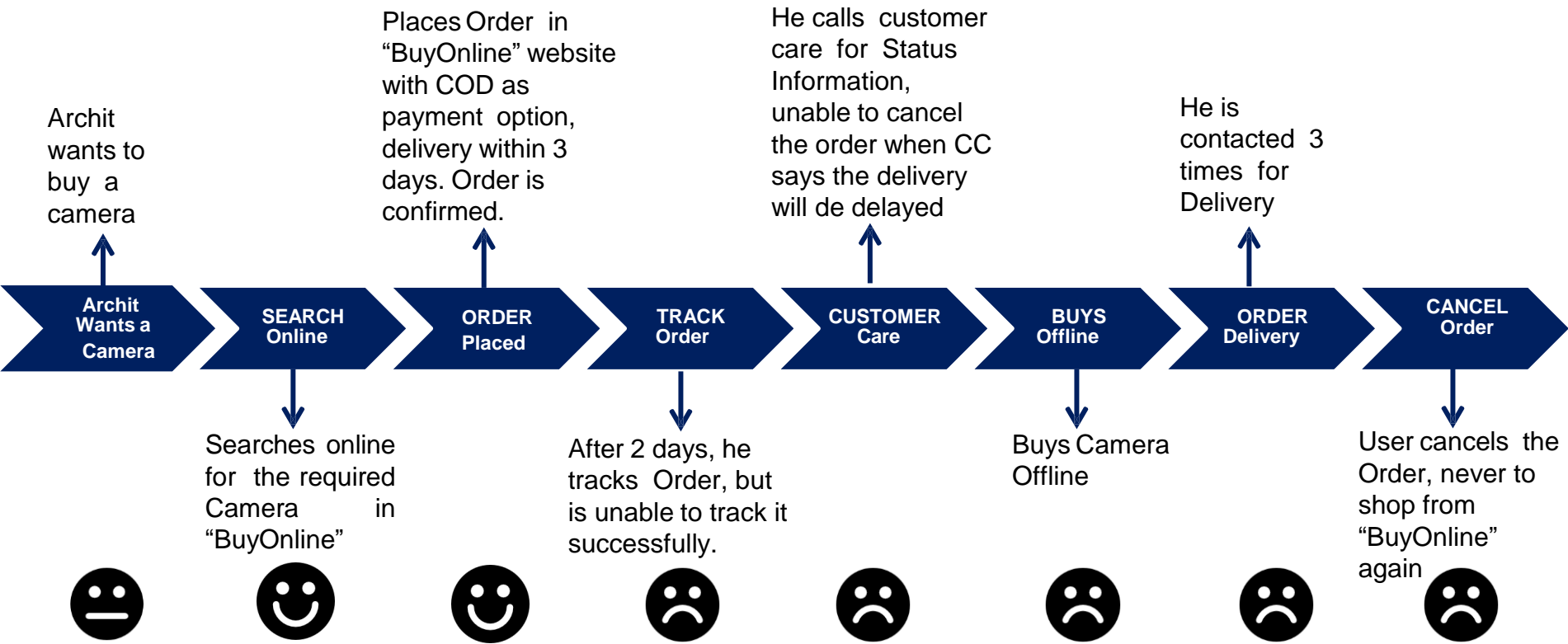
Persona : An unwell person in a new city

UpGrad



User journey map should be created like above, in the next slide.
Add details for each point (images not needed)

User Journey map



Describe whether the user experience was good, neutral, bad for each of the steps in user journey map

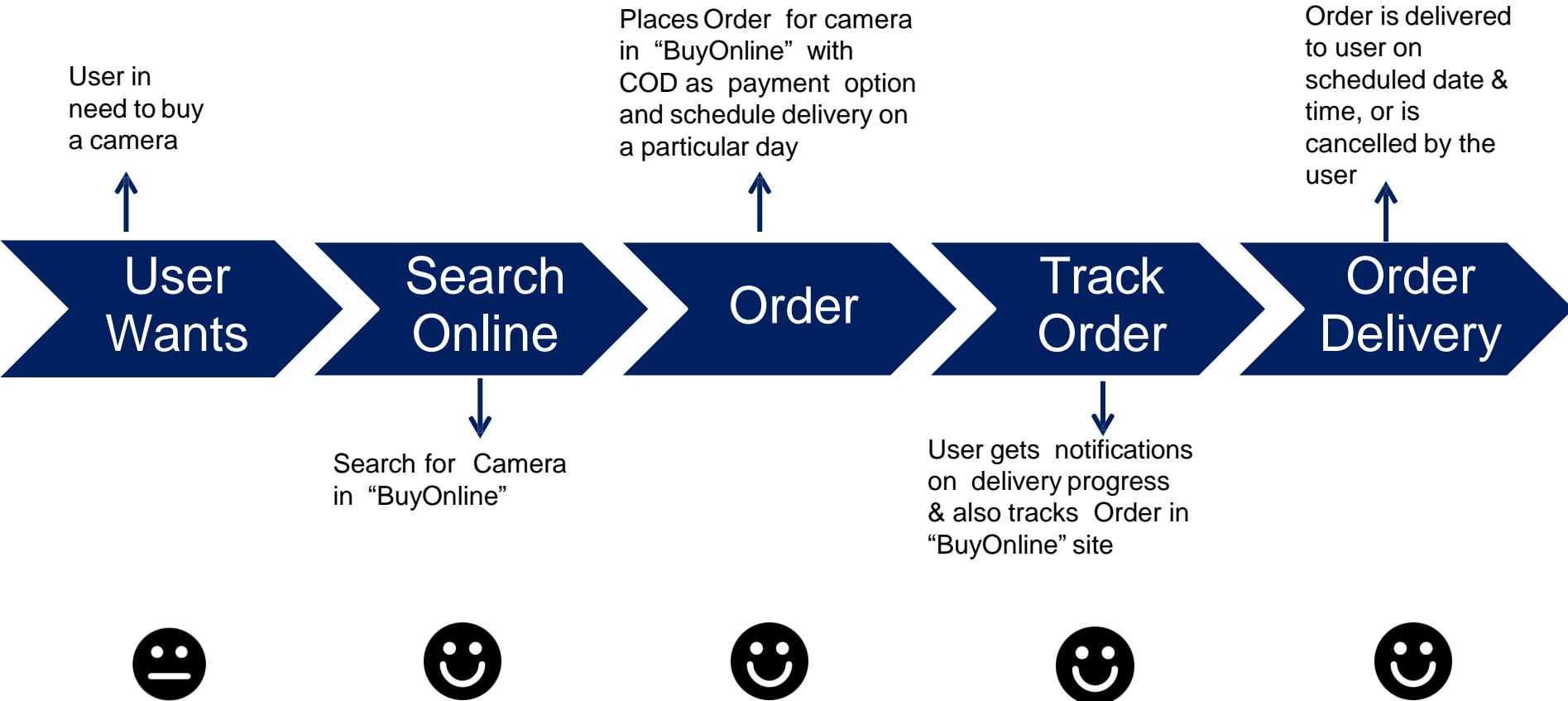
Note: Consider only the information provided in the scenario.

User journey steps	Experience
Customer Care	Bad <ul style="list-style-type: none">Learns about delay in order delivery after 2 days of placing OrderCouldn't cancel order while product is in transit for COD payment method
Buys Offline	Bad <p>Buys product at higher price</p>
Order Delivery	Bad <p>Delivery was attempted in his absence Thrice the delivery executives called him for delivery of the product, which he wanted to cancel.</p>
Order Cancellation	Bad <p>Had to wait for the order to be delivered before cancelling it for COD option</p>

IMPROVING THE EXPERIENCE

User journey steps	Experience	How can the experience be improved?
Track Order	Bad	<ul style="list-style-type: none">• Notifications must be sent to the user on every logistic movement activity so that user doesn't need to come to website to track the order delivery• User should also be given option to track their order status in the respective website itself – in collaboration with the logistics company.• The Website can own their own logistics to provide better service, or must tie-up only with third party logistics companies which have good customer service ratings• Provide cancellation option for COD orders as well.
Customer Care	Bad	<ul style="list-style-type: none">• Though the goal is to reduce the need for customer care call by customers, customer care executives should be permitted to act on customer requests such as cancelling the order for COD as well as products in transit.
Order Delivery	Bad	<ul style="list-style-type: none">• Provide option for user to specify the time for delivery.• Delivery should be done in the users presence.• In case the user is not available, the assigned delivery executive should collect details from the user on his availability & deliver the order according to user's details.

UPDATED USER JOURNEYMAP



As a PM is your role of ensuring great UX only limited to the website/app?(Yes/No)

No

Give reasons for you choice above.

Customer experience is with not only the touch points that the website/app provides but also the interactions with every other elements in the end-to-end journey of the customer with the product.

As a PM, My goal would be to delight the customer on every stage of user journey regardless of the touch points

For customer, every element in the product journey has to be delightful, not just the website/app.