



ASSIGNMENT USER EXPERIENCE

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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.

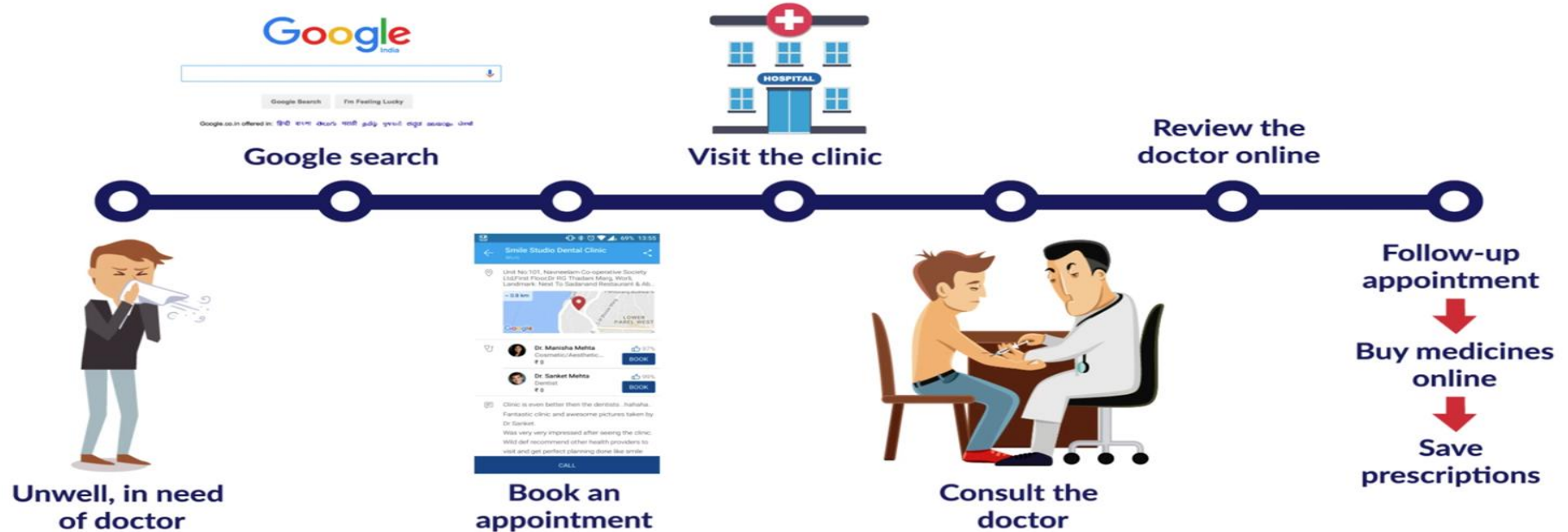
He was also e-mailed the tracking no. for the courier partner when the item was shipped. After 2 days, he wanted to check the delivery status, so he went to the “Buyonline” website, but he was frustrated to find that he could not track the package there and had to go to a third party website to track 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

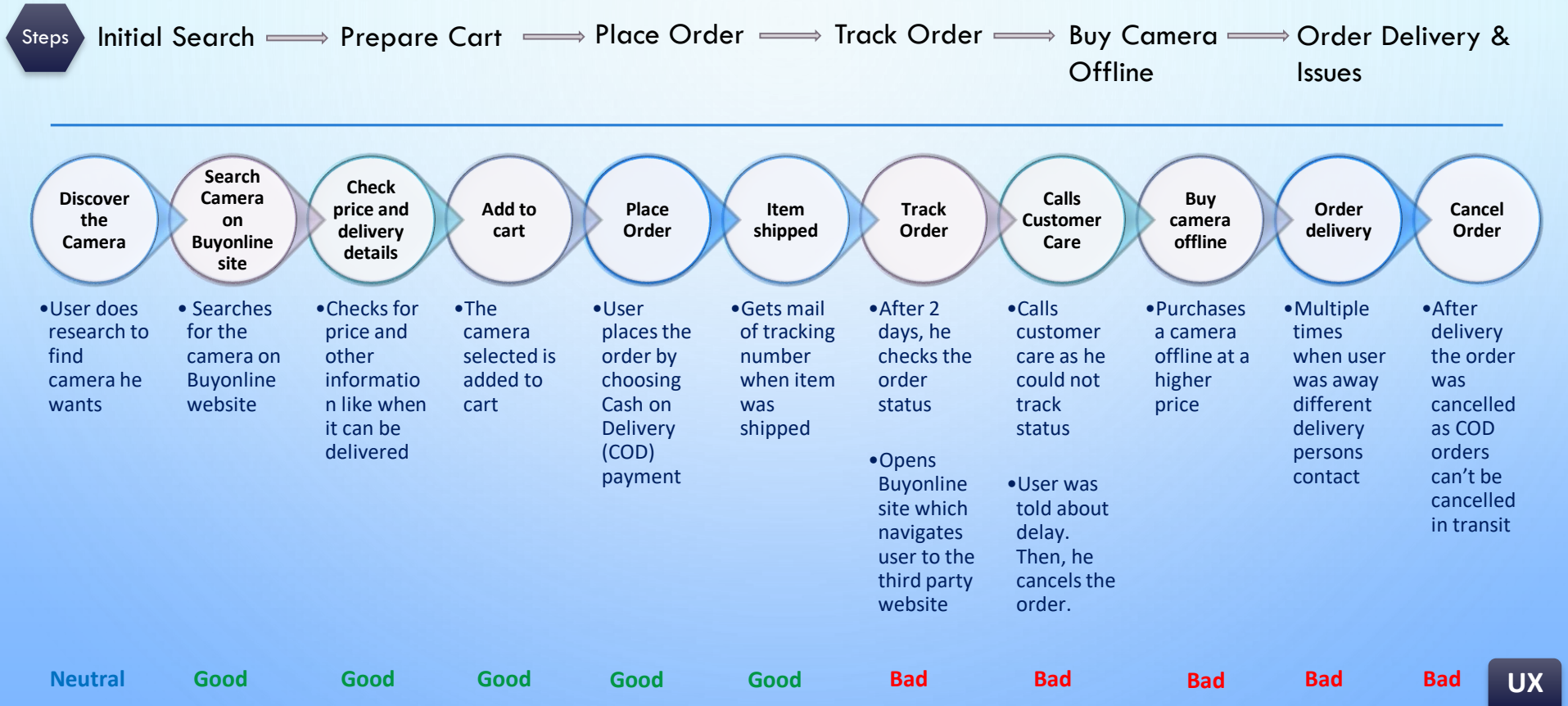
UpGrad

User Journey Map Persona : An unwell person in a new city



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

User journey steps	Experience
Discover the Camera	Neutral The user had to just research and figure out the camera he wants.
Search Camera on Buyonline site	Good The user could search for the camera he wanted on Buyonline site successfully
Check price and delivery details	Good The camera price and other details like delivery availability in the user's location were listed on the Buyonline website and user could easily figure that out. The delivery charges also were not there – it is free delivery.
Add to Cart	Good The user could quickly add the Camera to the cart for checkout
Place Order	Good The user placed the order by choosing his preferred payment option and giving the address

DESCRIBE WHETHER THE USER EXPERIENCE WAS GOOD, NEUTRAL, BAD FOR EACH OF THE STEPS IN

USER JOURNEY MAP

User journey steps	Experience
Item Shipped	Good User gets mail about the item shipment and also the tracking number for courier partner.
Track order	Bad The user tried to track the order by checking status after two days and it was not given directly on the Buyonline website. The user was navigated to a third party website which did not have proper UI. So, he could not track the order
Calls customer care	Bad User gets to know about delay in order delivery due to third party logistics issues He wants to cancel the order but gets to know that COD orders cannot be cancelled when in transit.
Buy Camera Offline	Bad The user had to purchase the camera offline and that too at a higher price.

DESCRIBE WHETHER THE USER EXPERIENCE WAS GOOD, NEUTRAL, BAD FOR EACH OF THE STEPS IN

USER JOURNEY MAP

User journey steps	Experience
Order Delivery	Bad Different delivery persons have contacted the user multiple times for delivering the order when the user was away on a trip. Delivery was done when the user was unavailable.
Cancel Order	Bad User could not cancel the order before delivery of the product The COD orders can't be cancelled when in transit as communicated by the customer care.

IMPROVING THE EXPERIENCE

User journey steps	Experience (include only neutral or bad here)	How can the experience be improved?
Discover the Camera	Neutral	<ul style="list-style-type: none">• The user must be given good suggestions about similar products• An option to compare different products based on specifications.• Multiple e-commerce platforms where the product is available must be suggested.• Any information on offers or discounts on the product being searched for, must be listed.
Track Order	Bad	<ul style="list-style-type: none">• The order status must be available on the website (Buyonline, in this case) itself rather than navigating the user to a third party website.• User must be notified via push notifications and sms about the order status as and when it gets updated.• The ecommerce sites must tie up with trustworthy logistic partners and ensure that no delays would be there.

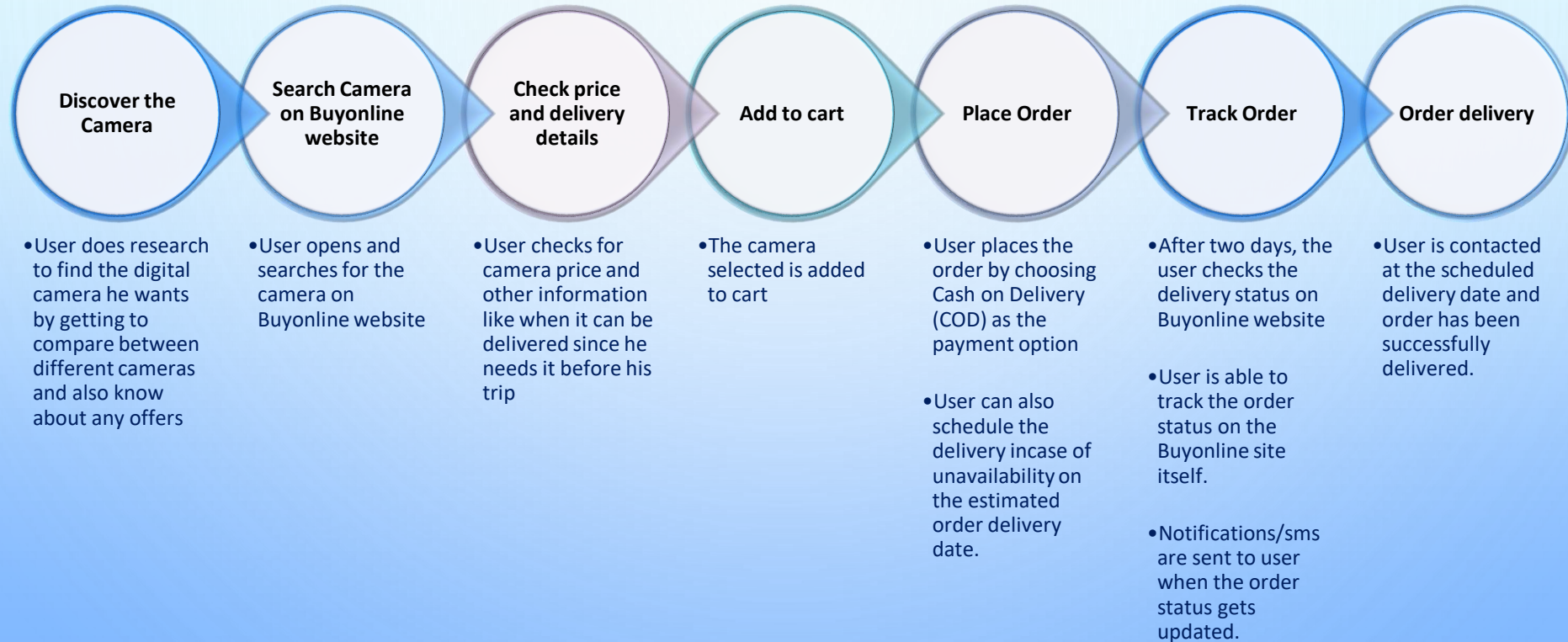
IMPROVING THE EXPERIENCE

User journey steps	Experience (include only neutral or bad here)	How can the experience be improved?
Calls customer care	Bad	<ul style="list-style-type: none">• The customer care executives must be more supportive to understand user requests and not be rigid on their rules (for ex: a rule like COD orders can't be cancelled in transit)• If the customer has a pain-point like unavailability when the order delivery would be delayed, etc., then any cancellation request or change of address for delivery must be taken care of.
Buy Camera Offline	Bad	<ul style="list-style-type: none">• The user bought camera offline at a higher price.• Some suggestions/recommendations on the e-commerce website must be given about those cameras with similar features which can be quickly delivered (ex: one-day delivery available with some other logistics partner) in-case the user cancels an order due to delay/other logistic issues.• This would ensure that the user would be retained since his problem is trying to be resolved by suggesting other options.

IMPROVING THE EXPERIENCE

User journey steps	Experience (include only neutral or bad here)	How can the experience be improved?
Order Delivery	Bad	<ul style="list-style-type: none">• The customer should not be contacted multiple times.• Only one delivery person must be assigned for an order and it must be delivered when the customer is available at the given address.• If the customer is unavailable when the delivery person arrives, then he must be asked another date when he would be available and then the order delivery date must be updated accordingly and scheduled.
Cancel Order	Bad	<ul style="list-style-type: none">• Order cancellation requests must be better handled by the customer care executives.• COD orders must be allowed for cancellation even in transit.• Once an order is cancelled due to logistic issues the user needs to be recommended about similar products which can be handled by some other trusted logistic partner.• Orders cancellation need not have to wait until it is delivered.

CREATE THE UPDATED USER JOURNEY MAP



AS A PM IS YOUR ROLE OF ENSURING GREAT UX ONLY LIMITED TO THE WEBSITE/APP?(YES/NO)

Fill your answer in this box

No

Give reasons for you choice above.

As a PM, it is very important that the entire work flow is taken care of and ensure that a great User Experience is there through out the journey of the user. This is not just limited to an app or website.

For ex: For a cab booking app/website, the entire journey of the user right from finding a cab until he reaches the destination safely is considered to be the User Experience.

In this case of ordering a camera on an e-commerce website, user experience would be right from searching for the camera until the order is delivered without any hassles. In-case any customer support is required to cater any additional request, that also needs to be taken care of well.

Ensuring that there would be a seamless flow throughout is extremely important in a PM role.