

Project Design Phase-II

Customer Journey Map

Date	12 April 2025
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Project Name	ShopEZ: One-Stop Shop for Online Purchases
Maximum Marks	

Customer Journey Map:

This user-centered profile and journey map together illustrate the buying experience of **Shubham Mehta**, a young tech enthusiast and early adopter looking to purchase the **iPhone 16** online.

In the **persona**, Shubham seeks a reliable, secure platform with quick delivery and competitive pricing. His **pain points** include confusing checkout flows, delayed shipping, and a lack of clear return policies. His primary **goal** is a smooth and secure purchase process with the best available offer.

The **customer journey map** tracks his experience across four stages—**Discover**, **Consider**, **Purchase**, and **Post-purchase**:

- In the **Discover** stage, Shubham is curious and excited but struggles with a cluttered UI and hard-to-find product listings.
- During **Consideration**, he evaluates trust and value, encountering unclear specs and limited delivery details.
- In the **Purchase** phase, although hopeful, he faces issues like OTP/payment delays and unclear return policies.
- The **Post-purchase** experience varies—he's satisfied if the process is smooth, but disappointed if delays or support issues arise.

Key opportunities for ShopEZ include improving search relevance, simplifying product comparison, streamlining checkout, and providing better post-purchase support.

Together, the persona and journey map offer clear insights into user expectations and areas where ShopEZ can enhance the overall customer experience.



