Project Design Phase-II Customer Journey Map

Date	12 April 2025		
Team ID	SWTID1742751842		
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.

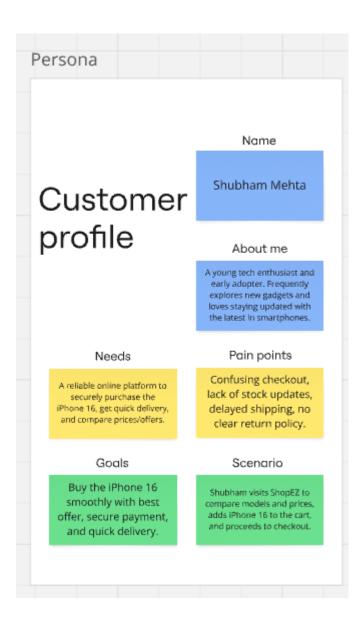
In the **persona**, Shubham seeks a reliable, secure platform with quick delivery and competitive pricing. His **pain points** include confusing checkout flows, delayed shipping, and a lack of clear return policies. His primary **goal** is a smooth and secure purchase process with the best available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



urney Map				
Journey steps	Stage 1 Discover	Stage 2 Consider	Stage 3 Purchase	Stage 4 Post-purchase
Story	Shubham searches for iPhone 16 online	Compares prices and reviews on ShopEZ	Adds iPhone 16 to cart and completes the purchase	Waits for delivery and checks order status
Actions	Vinit ShopEZ Uses search bar for honeyage after whome 16	Brownes IPhone 16 Iffers, checks page, read: LNI, checks reviews warranty if fo	Chooses variety, excelves variety, conformation offers conformation default, pays email	Tracis May Gelever, resemblate receives product or product or product or product support
Touchpoints	Homepage, search ber	Product detail page, competition code, FAQ	Christiant page, popular conferencia conferencian erroli	Order tracking place, defined tracking place, defined to the control of the contr
Emotions	Curious and excited	Evaluating trust and value	Anxious but hopeful	Satisfied (if smooth)(if delayed/damaged)
Pain points	Cuttered UI, hard to find the product	Confusing specs, lack of total colorer delivery spots as	GTP (beyinner delay, unclair return policies	Say closer regularin instructions or delays in support
Backstage				
Opportunities	Improve homepage layout & search relevance	Show reviews, delivery estimate & comparison clearly	Offer guest checkout, auto-fill & progress bar	Improve feedback loop, add return & support CTA