

Project Design Phase-II

Customer Journey Map

Date	19 February 2026
Team ID	LTVIP2026TMIDS45121
Project Name	shopsmart: your digital grocery store experience
Maximum Marks	4 Marks

Customer Journey Map

SHOPSMART

ShopSmart Customer Journey Map

by Naveen Lukalapu

	 Discover Browse grocery items	 Add to Cart Apply filters & search	 Checkout View items to shoppily let	 Confirm Steps items to canent	 Post-Purchase Write a review (Shaparas)						
Steps	Discover	Browse grocery items	Apply filters & search	View product details	Add items to cart	Adjust quantities in cart	Proced to checkout	Enter then checkout	Proceed to checkout	Post purchase	Receive confirmation
Interactions	Shopsmart homepage	Shopsmart homepage	Product category filters	Product detail page	Cart page with item list	Cart page for updates	Checkout page	Payment page	Payment gateway	Order tracking	Review submission page
Goals & motivations	Find items easily	Shopsmart homepage	Product category filters	Product detail page	Cart page with item list	Cart page for updates	Checkout page	Payment page	Payment gateway	Order tracking page	Share feedback
Positive moments	Find items easily	Explore deals & offers	Build shopping list	Select items quickly	Review cart before buying	Complete purchase securely	Complete purchase securely	Provide shipping details	Ensure order is successful	Get order delivery	Share feedback
Positive moments	Easy to find items	Easy deals found	Good deals found	Simple to add products	Clear cart updates	Quick & secure checkout	Order confirmation instant	Payment felt secure	Received confirmation email	Gettime beero outentet	Share bretest products
Negative moments	Hard to find items	Filters confusing	Read unclear tam product descriptions	Adding items laggy	High shipping fees	Checkout form confusing	Payment form confusing	Orer resites conce	Long delivery time	Review submis- confusing	Review triprom paces
Areas of opportunity	Improve search filters	Highlight best deals	Good deals found	Ensure clear produ descriptions	Optmrmbie updates	Checkout form once	Payment success puce	Enhance payment success rates	Provide delivery time estimates	Sharing feedback felt valued	Simplify review process