Photo Book Category

Customer Journey Map

Arrive On Site	Compare Photo Book Rage	Photo Book Category Page	Theme Page	Photo Book Product Page	Software Page	Online Book Builder
		"That's one click too many		"I expect the images to update		"I don't feel very tasked...
	"I find the prices very useful		"I expect it to take me to an editor		"you can't always trust software	

Arrive On Site

Goals
- get to photo book page

Behaviour
- use navigation to get to category page
- use navigation to get to product pages
- use page links to get to photo book page

Context
- home
- work

Positives
- easy to get to pages via nav

Compare Photo Book Rage

Goals
- compare prices
- choose photo book

Behaviour
- look for preferred book size
- click on preferred book size

Pain points
- couldn't select product from list
- some text appeared to be a hyperlink when it wasn't

Positives
- found table to be very useful

Photo Book Category Page

Goals
- choose photo book

Behaviour
- clicks line up
- doesn't scroll to read all page content

Pain points
- expects line-up to take them to product page
- didn't like auto scroll
- struggle to pick between software and create online

Theme Page

Goals
- get inspiration for photo book
- see how their product might look

Behaviour
- scans content
- doesn't read everything

Pain points
- expects CTA to link through to create a themed book
- surprised by CTA destination

Photo Book Product Page

Goals
- choose photo book
- see how their product might look

Behaviour
- use product gallery
- pick product from drop-down list

Pain points
- can't visualise book sizes
- expected image gallery to update with cover and paper type selection
- struggle to pick between software and create online

Software Page

Goals
- create photo book

Behaviour
- look for instructions on how to make book
- click download CTA

Pain points
- lack of trust in downloading software

Online Book Builder

Goals
- create photo book

Behaviour
- upload photos
- lay out photos
- add text

Pain points
- need to select covers and papers again
- struggled to find "add photos"
- Couldn't find "add to basket" button