

Task 3

Customer Journey Map - E-Commerce Checkout Process

Based on User Personas: Priya Sharma (Mobile-First Deal Hunter) & Rajesh Patel (Cautious Family Shopper)

Stage 1: Browsing

User Actions

- **Priya:** Quickly scrolls through product listings on mobile during commute, uses filters for price/offers
- **Rajesh:** Carefully reviews product details, specifications, and customer reviews on desktop

Touchpoints

- Product listing pages
- Search and filter functionality
- Product detail pages
- Customer reviews and ratings
- Related/recommended products

Emotions

- **Priya:** 😊 **Optimistic** - Excited about finding deals, **Impatient** - Limited time to browse
- **Rajesh:** 🧐 **Analytical** - Focused on making informed decisions, **Cautious** - Evaluating trustworthiness

Pain Points (*Linked to Personas*)

- **Priya:** Small touch targets on mobile, slow loading images
- **Rajesh:** Too much promotional clutter making it hard to focus on product details

Opportunities for Improvement

- ✓ Optimize mobile product cards with larger touch areas
 - ✓ Implement progressive image loading for faster mobile browsing
 - ✓ Create cleaner, focused product detail layouts
 - ✓ Add quick comparison tools for detailed shoppers
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Stage 2: Add to Cart

User Actions

- **Priya:** Quick "Add to Cart" tap, expects instant feedback, checks for available offers
- **Rajesh:** Carefully selects quantity, reviews item details before adding, checks shipping estimates

Touchpoints

- Add to Cart button
- Cart notification/confirmation
- Mini cart preview
- Suggested/related items
- Stock availability indicators

Emotions

- **Priya:** 😡 **Frustrated** - If cart doesn't update quickly, **Excited** - When seeing instant confirmation

- **Rajesh:** 😊 **Satisfied** - When getting clear confirmation, **Worried** - About stock availability

Pain Points (From Task 1 Analysis)

- **Priya:** Cart updates too slowly on mobile, unclear if items were actually added
- **Rajesh:** Confusing cart preview, unclear about shipping costs at this stage

Opportunities for Improvement

- ✓ Implement instant visual feedback for cart additions
- ✓ Show estimated shipping costs in cart preview
- ✓ Add clear stock status indicators
- ✓ Optimize cart animation and loading states for mobile

Stage 3: Checkout Initiation 🛒

User Actions

- **Priya:** Taps checkout button, expects saved info to auto-populate, looks for promo code field
- **Rajesh:** Reviews cart contents thoroughly, checks for guest vs. account options, verifies quantities

Touchpoints

- Cart review page
- Checkout button
- Login/guest checkout options
- Promo code entry field
- Order summary display

Emotions

- **Priya:** 😟 **Anxious** - About hidden costs appearing, **Hopeful** - About applying discounts
- **Rajesh:** 🔍 **Scrutinizing** - Double-checking everything, **Confident** - When seeing clear information

Pain Points (Critical Issues from Task 1)

- **Priya:**
 - Hidden promo code field location
 - Form fields reset when applying coupons
 - Surprise shipping costs appear
- **Rajesh:**
 - Cluttered checkout interface
 - Unclear mandatory vs. optional fields
 - Poor guest checkout guidance

Opportunities for Improvement

- ✓ **CRITICAL:** Display all costs upfront including shipping and taxes
- ✓ Make promo code field prominent and easily accessible
- ✓ Prevent form resets when applying discounts
- ✓ Simplify interface with clear information hierarchy
- ✓ Add progress indicators for multi-step checkout

Stage 4: Information Entry 📄

User Actions

- **Priya:** Uses autofill, switches between shipping addresses, enters payment info quickly

- **Rajesh:** Carefully fills forms, double-checks addresses, selects payment method methodically
- **Touchpoints**
 - Shipping address forms
 - Payment method selection
 - Autofill functionality
 - Form validation messages
 - Saved information options
- **Emotions**
 - **Priya:** 😞 **Frustrated** - When autofill fails, **Stressed** - When forms reset unexpectedly
 - **Rajesh:** 😠 **Annoyed** - By generic error messages, **Relieved** - When forms work smoothly
- **Pain Points (*Major Issues from Task 1*)**
 - **Priya:**
 - Mobile keyboard doesn't adapt to input types
 - Small touch targets causing misclicks
 - Form data lost when switching payment methods
 - **Rajesh:**
 - Generic, unhelpful error messages
 - Autofill failures requiring manual re-entry
 - Form resets when making changes
- **Opportunities for Improvement**
 - ✓ **HIGH PRIORITY:** Implement smart keyboard switching for mobile
 - ✓ **HIGH PRIORITY:** Maintain form state when switching options
 - ✓ Provide specific, actionable error messages
 - ✓ Improve autofill reliability and fallback options
 - ✓ Increase touch target sizes for mobile users

Stage 5: Payment Processing 📄

User Actions

- **Priya:** Quickly selects saved payment method, expects fast processing
- **Rajesh:** Reviews payment details carefully, looks for security indicators

Touchpoints

- Payment method selection
- Security badges/trust indicators
- Payment processing screens
- Loading states and progress indicators

Emotions

- **Priya:** ⌚ **Impatient** - Wants quick processing, **Nervous** - About payment security
- **Rajesh:** 🛡️ **Security-focused** - Checking trust indicators, **Patient** - Willing to wait for confirmation

Pain Points (*From Task 1 Performance Issues*)

- **Priya:** Page freezing during payment entry, unexpected page reloads
- **Rajesh:** Unclear payment processing status, concerns about transaction security

Opportunities for Improvement

- ✓ **CRITICAL:** Ensure stable payment forms without freezing/reloads
- ✓ Add prominent security trust indicators
- ✓ Provide clear payment processing status updates
- ✓ Implement smooth transitions between payment steps

Stage 6: Order Confirmation ✔

User Actions

- **Priya:** Quickly scans for order number and delivery date, screenshots confirmation
- **Rajesh:** Carefully reviews all order details, saves confirmation information

Touchpoints

- Order confirmation page
- Order summary details
- Delivery information
- Email confirmation
- Order tracking links

Emotions

- **Priya:** 😊 **Relief** - When getting quick confirmation, **Frustrated** - If page loads slowly
- **Rajesh:** 😊 **Satisfied** - With comprehensive order details, **Concerned** - If information is unclear

Pain Points (*Final Stage Issues from Task 1*)

- **Priya:**
 - Slow confirmation page loading creates anxiety
 - Too much promotional content cluttering key info
- **Rajesh:**
 - Confirmation page overloaded with unnecessary information
 - Difficulty finding key order details quickly

Opportunities for Improvement

- ✔ **HIGH PRIORITY:** Optimize confirmation page loading speed
- ✔ **HIGH PRIORITY:** Clean, focused confirmation layout highlighting key info
- ✔ Provide clear order number and delivery estimates prominently
- ✔ Minimize promotional distractions on confirmation page

Cross-Journey Insights & Priority Improvements

● Critical Issues (Immediate Action Required)

1. **Price Transparency:** Display all costs upfront to prevent cart abandonment
2. **Mobile Form Stability:** Fix form resets and freezing issues on mobile devices
3. **Performance Optimization:** Improve loading speeds, especially for confirmation pages

□ High Priority Issues (Short-term Fixes)

1. **Error Message Clarity:** Provide specific, actionable error guidance
2. **Coupon Functionality:** Ensure promo codes work reliably without form resets
3. **Form State Management:** Maintain user input when switching options

□ Medium Priority Issues (Medium-term Improvements)

1. **Interface Decluttering:** Simplify checkout layouts and information hierarchy
2. **Mobile UX Enhancement:** Improve touch targets and keyboard adaptation
3. **Trust Indicators:** Add more prominent security and reliability signals

Persona-Specific Optimization Strategies

For Priya (Mobile-First Deal Hunter):

- Prioritize mobile performance and reliability
- Streamline coupon application process
- Focus on speed and efficiency improvements
- Implement one-click checkout options

For Rajesh (Cautious Family Shopper):

- Enhance information clarity and completeness
- Improve error handling and guidance
- Add comprehensive confirmation details
- Strengthen security and trust indicators

Success Metrics to Track

- Cart abandonment rate reduction
- Mobile checkout completion rate
- Time to complete checkout
- Error message resolution rate
- Customer satisfaction scores
- Repeat purchase behavior