**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

**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