

# 🛒 ShopSmart Customer Journey

Steps	Entice	Enter	Engage	Exit	Extend
Steps	Discover the app	Browse products	Add items to cart	Complete payment	Receive delivery
Interactions	Install and open the app	Start shopping ↪	Proceed to checkout	Receive order confirmation	Review recent order
Digital & Interactions	<ul style="list-style-type: none"> <li>Social media ad</li> <li>App store download page</li> </ul>	<ul style="list-style-type: none"> <li>ShopSmart app on home screen</li> <li>Product categories</li> </ul>	<ul style="list-style-type: none"> <li>Cart view</li> <li>Checkout process</li> </ul>	<ul style="list-style-type: none"> <li>Payment screen</li> <li>Order confirmation page</li> </ul>	<ul style="list-style-type: none"> <li>Receive groceries</li> <li>Order history &amp; historical offers</li> </ul>
Goals & motivations	Make grocery shopping more convenient	Get quality groceries without visiting store	Find & purchase groceries I need	Get groceries delivered on time	Track offers & receive personalized suggestions
Negative moments	Make grocery shopping more convenient	Convenient for product visiting store	Find & purchase groceries I need	Get groceries delivered on time	Track offers & receive personalized suggestions
Positive moments	Excited by convenience of home delivery	Enjoy browsing as if in a store	Checking out is easy and secure	I'm glad I don't have to carry groceries	App suggests items I might like
Areas of opportunity	Offer more welcome incentives for new users	Improve search & filtering for products	Optimize checkout process was confusing	I'm glad I don't have to carry groceries	Too many notifications for the app