

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"> Social media ad App store download page 	<ul style="list-style-type: none"> ShopSmart app ppying home screen Product categories 	<ul style="list-style-type: none"> Cart view Checkout process 	<ul style="list-style-type: none"> Payment screen Order confirmation page 	<ul style="list-style-type: none"> Receive groceries: Order history & heratius. de offers
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
Neative moments	Make grocery shopping more convenient	Conenient for product visiting store	Find & purchase groceries I need	Get groceries delivered on time	Track offers & receive personalized suggestions
Peaitive 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 & tsing for products	Optimizat checkout process lwas dnfusing	I'm glad I don't have to tcarry groceries	Too many notifications for the app