**User Journey Map: BookNest (Customer Perspective)**

**SCENARIO: Browsing, buying, and reviewing a book on BookNest**

| **Steps** | **What does the person typically experience?** | **Interactions** | **Things (Digital/Physical Touchpoints)** | **Places** | **Positive Moments** | **Negative Moments** | **Opportunities** | **Goals & Motivations** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Visit website/app** | **User lands on the BookNest homepage** | **Clicks, scrolls** | **Website, mobile app** | **Home** | **Clean UI, categories** | **Slow loading** | **Improve speed** | **Help me find a book easily** |
| **Browse books** | **Explores genres, sees book previews** | **Hover, tap** | **Book list UI, filters** | **Living room** | **Fun to browse books** | **Too many options** | **Show “Popular Picks”** | **Help me choose faster** |
| **View book details** | **Clicks on a book, sees title, price, seller** | **Click/tap** | **Book detail page** | **Home** | **Clear book image/info** | **Lack of reviews** | **Add review ratings** | **Help me evaluate a book** |
| **Add to cart** | **Adds selected book to cart** | **Button press** | **Cart overlay** | **Home** | **Simple action** | **No instant feedback** | **Show toast popup** | **Help me know it worked** |
| **Checkout** | **Confirms items, enters address & payment** | **Form fill** | **Checkout page, payment system** | **Home** | **One-page checkout** | **Form errors** | **Auto-fill support** | **Help me finish quickly** |
| **Confirmation** | **Sees order summary and gets confirmation** | **On-screen + email** | **Email, success screen** | **Home** | **Email + order tracking** | **No delivery date** | **Estimate delivery** | **Help me feel secure** |
| **Delivery** | **Receives book via courier** | **—** | **Physical book** | **Home** | **Fast delivery** | **Delays or damage** | **Real-time tracking** | **Help me get my order soon** |
| **Review book** | **Gets email prompt to leave feedback** | **Email → Website** | **Review form** | **Home** | **Share thoughts** | **Low motivation** | **Star rating + emoji** | **Help me help others** |
| **See purchase history** | **Views list of past orders** | **Profile section** | **Profile > Orders** | **Home** | **See history easily** | **Hard to find** | **Shortcut on home** | **Help me manage orders** |