

Project Design Phase-II

Customer Journey Map

Date: 29 June 2025

Team ID: LTVIP2025TMID43034

Project Name: BookNest: Where Stories Nestle

Maximum Marks: 4 Marks

Customer Journey for BookNest

1. Awareness: Sees social post or Google ad about BookNest.
2. Consideration: Visits landing page, browses features and community reviews.
3. Registration: Signs up using email/Gmail/Facebook.
4. Onboarding: Guided tutorial for exploring personalized shelves.
5. Exploration: Browses recommended books and community shelves.
6. Engagement: Adds books to personal shelf, writes reviews, joins discussions.
7. Retention: Receives weekly recommendations via email and notifications.
8. Advocacy: Shares BookNest profile and reviews on social media.