**Customer Journey Map For Madida**

<https://www.nngroup.com/articles/journey-mapping-101/>

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|  | Persona: Jessica is a college student at UNL, who enjoys fashion and loves clothing trends | Scenario: Jessica needs a dress for a Valentines Day formal this Saturday | User Expectations: The dress isn’t too expensive, and is good quality so it doesn't rip at the formal | |
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|  | Phase 1: Thinking | Phase 2: Searching | Phase 3: Comparing | Phase 4: Purchasing |
| Doing | I need a dress for the formal this weekend! | Searching boutiques in Lincoln, Nebraska and comes across Madida’s website | Searching dresses in the Madida search bar and looking through all of the dresses they have on the website | Add’s the dress to the cart on Madida website, puts in billing information and choses in store pick up |
| Thinking | Where should I go to buy my dress for the formal? | Which place should I go to get my dress at? Madida seems pretty popular | Wow I really like this dress and think it would look really good on me! | Wow I am so excited to go pick this dress up in store tomorrow |
| Saying | “Hey where are you getting your formal dress for this weekend?” | “There are so many boutiques in Lincoln, but I think Madida is the best option for me.” | “Hey, do you think this option is the best?” friend replies, “Yes! That one is so cute” | “Wow, that was so easy. I am definitely shopping here again.” |
| Insights: To make the experience better we could add an option to see what it looks like on yourself virtually so that way trying it on in store won’t be an issue. Have different models wearing the same outfit showing the sizes so customers can compare their body types to theirs and know which size is most likely to fit them the best. | | | | |

two identified success metrics for the website: They should add where you can see how long each person views each page and note any contact from unique visitors.