Project Design Phase part II

Determine the Requirements(customer journey Maps)

Date	03 November 2023
Team Id	NM2023TMID02276
Project Name	Add google analytics to a Website

Stage in Customer Journey	Customer Actions/Needs	Website Interaction	Google Analytics Implementation
Awareness	- Search for specific	- Organic Search	- Track organic search keywords and landing pages.
	products/services		
	- Visit website for	- Direct Traffic	- Track direct traffic sources and landing pages.
	general information		
	- Click on ads or social	- Referral Traffic	- Track referral sources (e.g., social media, ads) and landing pages.

	media posts		
Consideration	- Browse product	- Page views	- Track popular pages, product categories, and content viewed.
	categories		
	- Compare prices and	- Click Events	- Implement click events to track product comparisons and
	features	"Compare" buttons)	interactions with pricing and features.
	- Read reviews and		
	testimonials		
Decision	- Add products to cart	- Add to Cart Events	- Implement "Add to Cart" events to track products added to cart.
	- Initiate checkout		

	- Proceed to payment	- Checkout Events	- Implement checkout events to track progress in the
	gateway		purchasing process.
	- Abandon cart		
Post-Purchase	- Complete purchase	- Transaction Events	- Implement transaction events to track completed purchases.
	- Leave reviews or		
	feedback		
	- Share purchase on	- Social Sharing Events	- Implement social sharing events to track customer
	social media		**engagement.**
Retention	- Sign up for newsletters	- Newsletter Sign-up Events	- Implement events to track newsletter sign-ups.

	- Make repeat purchases		
Feedback/ **Complaints**	- Provide feedback or	- Feedback Form Submissions	- Implement event tracking for feedback form submissions.
	file complaints		
	- Contact customer support		