

CUSTOMER JOURNEY MAP

MINECRAFT MUGUNTHAN

SCENARIO : Mugunthan is a person in search of mobile we are going to help him with that.

EXPECTATIONS

- 1. To be able to find a good phone
- 2. Filtering Phones that are capable of gaming
- 3. Filter phones by price
- 4. Buy the appropriate product

Find	Reasearch	Choose	Pay	Follow
<p>STEP 1-First step is I will open Amazon app and search for smartphones.</p> <p>STEP 2-I will scroll dow the page to get ideas about smartphone brands through that.</p> <p>STEP 3-I will now add filters according to my needs and budget.</p>	<p>STEP 1-I will click on the product if I like it to know more about it.</p> <p>STEP 2-Next is I will start watching reviews and read reviews to get more and more information.</p> <p>STEP 3-Now in this step I will compare the range of products that I have filtered according to my needs and condition.</p>	<p>STEP 1-To compare the phones I will use more websites and read more user centric reviews.</p> <p>STEP 2-I will check the cart that which phone suits me well as well as it should justify the price.</p> <p>STEP 3-I choose the phone which has all the functions that I need and as well as suits my budget</p>	<p>STEP 1-I will checkout with the most compatible product for me.</p> <p>STEP 2-I will check for offers in any payment methods if yes I will check whether it is reliable and safe or not.</p> <p>STEP 3-I give a glance to my order and confirm my order, then will wait for my product to reach my hands</p>	<p>STEP 1-I will get the proper updates from the delivery team.</p> <p>STEP 2-The phones should get delivered on time else call customer care and ask reason. Once I get the phone I will check thoroughly for any damages or marks for usage and if not I will accept the product else reject it.</p> <p>STEP 4-If you face some problems after delivery I will contact customer care</p>

OPPORTUNITIES

- I need to get recommendation based on my search or relevant to my search.
- They should explain about the refund and return policy as well as the warranty.
- They should have proper customer support

INTERNAL OWNERSHIP/METRICS

- They should have proper information about the delivery time process.
- There should be fake free reviews for products.
- There should be proper descriptive images to the products and a proper specsheel