Customer Journey Map

ShopEZ: E-commerce Application

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**Customer Journey Map – ShopEZ**

| **Steps** | **Interactions** | **Things / Places / People** | **Goals & Motivations** | **Positive Moments** | **Negative Moments** | **Areas of Opportunity** |
| --- | --- | --- | --- | --- | --- | --- |
| **1. Awareness** | Sees ad on WhatsApp, hears about ShopeZ at local event, through NGO or word of mouth | Thing: Mobile phone, loudspeaker announcementPlace: Village meeting, homePeople: Community worker, NGO volunteer | Help me understand what ShopeZ is and how it helps me. | Friendly local volunteers explaining ShopeZSimple and clear ads in regional languages | Skepticism or mistrust due to prior bad experiencesLack of clarity in ads | Train trusted local champions to promote ShopeZUse short, regional-language videos |
| **2. Initial Visit** | Opens ShopeZ app or visits center/kiosk | Thing: Smartphone, kiosk screenPlace: Home, Gram Panchayat office, CSC centerPeople: Self, kiosk operator | Help me check if I’m eligible for any scheme. | Interface greets them in their local languageSimple, icon-based UI feels accessible | Poor network or technical glitchesOverwhelming amount of info at once | Offline mode for appProgressive disclosure – show 2-3 schemes at a time |
| **3. Profile Setup** | Fills basic details (age, income, occupation) | Thing: Mobile phone, biometric scannerPlace: ShopeZ booth, homePeople: Friend, volunteer | Help me register quickly without mistakes. | Autocomplete with Aadhaar/Jan Dhan data (with consent)Assisted form filling | Difficulty typing or readingFear of data misuse | Voice input + visualsClearly explain data privacy in simple terms |
| **4. Scheme Recommendation** | ShopeZ shows eligible schemes | Thing: ShopeZ app, printoutPlace: Any locationPeople: Self, kiosk operator | Help me find schemes that are made for me. | Seeing relevant schemes boosts hope and trustExplains benefits in layman’s terms | Mismatch between expectation and eligibilityToo many steps to view scheme details | AI to personalize and rank schemesShow success stories from real users |
| **5. Application** | Uploads docs, fills scheme form | Thing: Camera, scanner, document filePlace: Home, centerPeople: Operator, volunteer | Help me apply without hassle or paperwork. | Pre-filled fields from existing govt DBsAuto-check if doc is missing or invalid | Broken uploadsRejections due to incomplete forms | Smart doc checkerAllow save & return later option |
| **6. Status Tracking** | Tracks application status, gets updates | Thing: ShopeZ app, SMS alertsPlace: AnywherePeople: Self | Help me know what’s happening with my application. | SMS updates in local languageProgress bar builds trust | No update for long timeConfusing rejection reasons | Notify updates via WhatsApp tooExplain rejection with tips to reapply |
| **7. Scheme Benefit Received** | Gets benefits via bank transfer / physical delivery | Thing: Passbook, delivery slipPlace: Home, bank, post officePeople: Bank staff, postman | Help me access the benefit smoothly. | Notification of credit/delivery brings relief & joy | Delays in money or benefitsLack of clarity on benefit usage | Give alerts + explain usage of scheme benefits |
| **8. Feedback / Sharing** | Rates ShopeZ, shares with others | Thing: Feedback form, WhatsApp share linkPlace: HomePeople: Family, neighbors | Help others like me benefit from this too. | Recognition for sharing ShopeZFeeling proud of helping others | No clear way to give feedbackReluctance to share phone details | Reward-based referral systemAnonymous feedback option |