Online Retail Shopping Journey

1. Define the persona

Persona: Online Retail Shopper
I want a smooth, simple shopping experience that saves me time and money.

Needs:
- I want to find what I'm looking for as fast as possible
- I need to know my item will turn up, and be what I expected
- I want my item to arrive really quickly
- Find and buy products quickly
- Easy, frictionless checkout

Frustrations:
- Slow websites, Complicated payment methods and unclear delivery times.
- The world is busy and so am I. Why can't things be simple?
- Who are all these people? Can I trust the seller to deliver?
- There are so many options. Am I actually buying the thing I want?

7. Identify where to act

Areas of focus

1. Trust & Transparency
- We want to give customers the confidence they need to complete the transaction
- Clear return policies, visible savings, and order tracking.

2. Simplicity
We want to make the customer's next action obvious, and reduce cognitive load and Simplify site/app navigation and checkout.

3. Discovery
We want to make it easy for customers to find the right item for them with Fast loading, fast checkout, real-time delivery updates.

3. Define the journey steps

2. Identify the customer goal

- **4. Add customer touch points**
- **5. Add customer thoughts and feelings**
- **6. Further enrich the map**

	1. Home	2. Search	3. Product details	4. Log in	5. Check Out	6. Order Confirmation
Journey Step — Which step of the experience are you describing?	Open up the app	Looking for product, and assess my options	Review product details	Log into my account	Confirm delivery and pay	Get confirmation that order has been placed
User stories — What is the user trying to do at this point? "I want to..."	Opens app and browses trending section · Get to search as quickly as possible · Be assured that I can get good quality products	Uses filters (e.g. price, brand) · Find what I'm looking for quickly · Be able to refine my search easily · Know if I'm seeing organic or paid listings · Decide to review an item in more detail	Decide if I want to buy this product · Know the price · Know if I can trust the seller · Be sure I'm buying the right thing · Get ratings and reviews on the product and seller · Understand my payment options · Buy the item easily	Sign in really easily · Feel like my details are secure · Share as little personal data as possible	Double check the item details · Check the full price including delivery and tax · Input/edit my address · Change my payment options · Add a voucher if I've got one · Know when the product will arrive	Know that my order has been placed successfully · Know where to go if I have problems · Be able to track the delivery
Screen Shot — What are the key screens the user is interacting with here?						
Touchpoints — What other ways do we interact with the user during this step? (e.g. email, call, notification, physical touchpoint)	Mobile · Laptop	Mobile · Laptop	Mobile · Laptop	Mobile · Laptop	Mobile · Laptop	Mobile · Laptop · Email
Positive quotes — What is working really well here. What is making the user happy?	Search is where I expect it - at the top	Auto complete is cool. I can check out other options · I can refine my search more precisely · The pictures show me what I'm expecting, I'm in the right place · I can see several items. I'm in the right place	Lots of ratings and reviews. That gives me confidence · I can see lots of images. I want to trust the picture is real · Lots of alternatives. But it's laid out clearly · I can see alternatives if this item isn't right · eBay guarantees give me confidence	Great Google sign in. Super simple	All the details are clear · I love Apple Pay	I've got an email, so I know everything worked
Negative quotes — What is getting in the way of the user achieving their goal?	I don't know where to start. Too many competing buttons · Where are all the products? Is this okay? · Why is there a big ugly banner in the middle of the screen? · 30% of clicks go to the first item; confusion on paid vs. organic listings	Hhh, there are sooo many auto-complete options! Which do I pick? · Am I looking at my search page, or the best items? · Why does the price vary on the listing? · Why are the titles so complicated? · Can I buy just one, or do I have to buy several? · Concern on product authenticity, quality and seller reliability	Lots of alternatives, is this the best? · Not sure if the picture is real. Will I get what I want? · Which length / color do I choose? · Seller name looks weird. Can I trust them? · Not clear when item will arrive or how much it costs · Predict churn signals based on hesitation at this stage; push targeted trust signals (ratings/reviews)	I thought I was already logged in · Which account did I sign up with? · Er, what were my account details?	I'm still having doubts. Can I trust the seller? · Do I need to message the seller? · Could I get a voucher from somewhere? · 32% abandonment highlights need for simplified checkout	Where can I track my order? · Can I cancel if I want to? · What do I do if I need help? · Is my receipt saved in app?
Emotions — How does the user feel at this stage in the journey?	I just want to search	Lots of good options. Perhaps too many.	Too much information. I don't know where to look or what to trust.	Log in is really clean and simple	I'm buying a thing! Here we go!	Did I buy a thing? What is all this?
Insights — What does the data tell us at this stage in the journey?		30% of clicks are for first item in list · Only 2% of clicks are for items >15 in list · Free shipping increases click through by 30%		32% of users who reach check out don't complete purchase · 54% of users pay via credit card · 23% of users pay via PayPal	28% of users track package at least once · Blended return rate = 7%	
Provocations — How might we address user needs and obstacles?	How might we increase trust from the first step? · How might we make promotions more appealing? · Use predictive insights for personalised recommendations at the search stage.	How might we reduce cognitive load for users? · How might we show more items to users? · Predict churn signals based on hesitation at this stage; push targeted trust signals (ratings/reviews)	How might we have faster images for products? · How might we increase trust for sellers? · How might we increase buyer confidence?		How might we increase buyer trust? · How might we simplify the check out process? · Real-time churn-risk detection during checkout for targeted interventions (loyalty offers).	How might we improve tracking? · How might we get buyers to know our buyers better? · How might we reduce returns? · 28% of users track deliveries; highlight tracking and reassurance features explicitly.
Ideas — What feature ideas do we have for each stage?	Image + video promotional banners · Universal seller promotions · Navbar redesign · Additional category pills	Better seller guidance on images · AI review of images before listing goes live · Image grid view for items · Simplified auto-complete	Top Seller program · Product Page 2.0 · Personalised layout depending on buyer behaviour · Sticky "buy" button · Flag top products in each category	Snapchat log in	Rotate buyer protections · Trust stats · Additional payment options	Order history 2.0 · Enhanced item tracking · Additional shopping options for sellers