

USER JOURNEY

Name : Sarah

Age : 20

Occupation : Interior design student

Location : Lives in San Francisco

Behaviour : Loves shopping, likes to explore, likes new trendy stuff, loves travelling



Phase 1 : Sarah loves shopping so she searches a lot of products online. While scrolling down the website she came across a headphone which was trending in that website, she was excited on seeing the design.

Phase 2 : Sarah proceeded to check on its features, colours, its price and availability. She found her favourite colour which overwhelmed her even more. She also found awesome discount on the product. Further she even checked the reviews and ratings which was quite good.

Phase 3 : She discussed about the headphones with her friends, they also liked it. Her parents also agreed that she made a right choice. So all these positive feedback encouraged her to place the order.

Phase 4 : Sarah entered the required details, payment activity was done and she received the order summary. She was excited about when she would receive her order.

Phase 5 : Sarah received her order in 2 days. She was very satisfied with the product. She gave her reviews and ratings. She also suggested this website and product to her other friends. She was very content and had a happy shopping experience.