

Customer Journey Map: Jewelry Inventory Magret System

Step	Experience	Interaction	Touchpoints	Places	Goals / Motivations	Positive Moments	Negative Moments	Opportunities for improvement	Opportunities for improve
Discover	Leams about a store through age or referrals	Social media or referrals Browsing catalog	instagram oriinstor	Online or store	Help me find a trusted jewelry store	Build trust finding trust finding a jewelry store	Difficulty finding redi-able sources	Targeted social me dia campaigns	Targeted social media campaigns
Browse	Exploring jewelry options online or in store	Browsing catalog Chat: in store	Website. mobile app, jewelry displays	Online or store	Help me view items and get ideas	Overwhelming catalog or helpful brochures	Difficulty findinging reliable sources	Search filter fouture	Targeted social media campaigns
Select	Choose gold jewelry for purchase	Products on screen or sample items	Online or showroom	Sales associate	Help me find the perfect place	Uncertainty about options	Uncertainty about options	Personalized recommendations	Personalized recommendations
Purchase	Finalize items and complete transaction	Ordering pod recire transaction	Online sales counter	Online or sales counter	Help me set-urely buy my jewelry	Technical buyrax option	Technical issue-or approval	Single-click checkout	Status-upd-ares for customer
Receive	Pick up or receive jewelry order	Visiting store delieving package	Store delivery package	Home or pickap location	Help me get my jewelry safely	Delivery delays	Delivery delays	Status updates for customer	Flexible return policies
Return	Initiate a return or exchange of item	Calling support Revisting store	Phone jewelry counters	Online store	Efficient, no-hassle interactions	Slow response or policy issues	Slow response o policy issue	Flexible return policies	Flexible return policies