

Customer Journey Map – ShopEZ: E-commerce Application

This document outlines the customer journey map for ShopEZ, an e-commerce application. It follows the structure similar to the guided tour example, adapted for online shopping.

Step	What the customer experiences	Interactions	Things (Touch points)	Places	People	Goals & Motivations	Positive Moments	Negative Moments	Opportunities
Awareness	Customer sees ShopEZ ads or social media posts	Click ad, visit site/app	Mobile app, website, ads	Home, work, on the go	Friends, influencers	Help me find best deals easily	Attractive offers & images	Not enough product variety shown	Add trending section, personalized recommendations
Browsing Products	Scrolls through categories & filters	Apply filters, search	Website/app search & filter tools	Home, cafe, commute	None directly	Help me quickly find what I want	Smooth UI & fast loading	Slow loading or irrelevant results	Improve AI search & filter accuracy
Product Selection	Reads product details & reviews	Click product, zoom images, read reviews	Product pages, reviews, images	Anywhere	None	Help me be confident in my choice	High-quality images, clear specs	Fake or unclear reviews	Verified buyer tags, video reviews
Cart & Checkout	Adds to cart, applies coupons	Cart page, checkout form	Cart system, payment gateway	Home/office	Support agents (chat)	Help me get best price & pay securely	Easy coupon application	Payment failures	Multiple payment methods, save payment info
Order Confirmation	Sees order summary	Confirmation page, email	Email/SMS confirmation	Anywhere	None	Help me be sure order	Quick confirmation	Delayed confirmation	Instant push notification

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Delive ry	Track s packa ge	Tracki ng system	App/w eb trackin g, courier site	Home	Deliv ery agent	Help me know when my order arrive s	On- time delive ry	Delays witho ut updat es	Live map tracking
Post- purcha se	Uses produ ct, revie ws it	Revie w form, return s	Review system, return form	Home	Custo mer supp ort	Help me retur n if not satisfi ed	Easy return s	Compl icated return proces s	1-click returns, return pickup