Customer Journey Map

UX Process Simplified Course
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Persona, goals and scope

Hiba (Elder Sister College Student) 18 yea

Goal & Motivation

I want to buy a unique and lovely dress for my little sister on her 5th birthday

Scope

From Signup to Checkout while adding at least 2 items in the cart NEW CUSTOMER ORDER

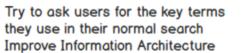| First Impressions	Searching for Dresses	Selection Process	Adding to cart	CheckOut
TOUCH POINTS				
Opens the Webiste URL in Google Chrome by typing into Google Search bar	Hiba tries to look for party dresses and uses search bar to search for "Fancy dress"	Hiba tries to filter the results based on price range but wasn't able to use it After selecting few, she tries to open them in a seperate tab to see their details	After looking at 40 to 50 results and selects one of them based on price, fabric type and few reviews she read Looks for FREE SHIPPING	Hiba is unable to signup as she don't use her email much but she have her facebook account She calls her mother for help and ask about her dad's email and phone number
🙂	😐	😐	😐	☹️
FRUSTRATIONS				
There is no information about return policy or replacements What If it doesn't fit my sister? She think mobile is too slow to load images	Where are the Fancy dresses? Why it is taking so long to search?	How to use this Filter? Why can't I see results based on age sizes like 5y or 6y? What cloth type is this? Is it too warm for my sister?	Where is the FREE SHIPPING info?	Oh no, I have an email but I don't use it so don't remember it now Facebook account I do have but there is no option to join using facebook
OPPURTUNITIES				
Increase trust and safety by showing TAX NUMBER Return policy, phone number, whatsApp number in the top	Try to ask users for the key terms they use in their normal search Improve Information Architecture	Filter based on age, fabric type and price would be a great oppurtunity	State FREE SHIPMENT value up front inside the cart	Add Social Login to facilitate login Don't ask for email instead use Mobile number to send SMS or call them