

Map description

OBJECTIVE

This journey map is designed to explore how customers interact with an online bookstore during the process of discovering and purchasing books.

Guiding Considerations:

- **Identify Key Objectives:** Consider areas like improving customer satisfaction, increasing sales, or enhancing user engagement.
- **Engage Stakeholders:** Collaborate with relevant departments (e.g., Marketing, Sales, Customer Support) to gather insights and understand different perspectives on customer interactions.
- **Discover Pain Points:** Look for common challenges customers face during their journey. This can guide you in formulating actionable goals to enhance the overall experience.
- **Leverage Insights:** Use findings from the journey map to inform strategies for targeted improvements and better align your offerings with customer needs.

SCOPE OF THE JOURNEY

Overview: This map offers a high-level (end-to-end) view of the customer experience at an online bookstore, covering interactions from discovery to purchase completion. Focus: It emphasizes the online shopping experience, detailing how customers discover books, navigate the site, make purchases, and receive follow-up, while highlighting challenges along the way.

Related Journeys:

- **In-Store Book Browsing Journey:** Understand customer interactions during physical store visits.
- **Returns and Exchanges Journey:** Analyze the process and customer expectations when returning books.
- **Customer Loyalty Journey:** Investigate how customers build loyalty and engage with loyalty programs.
- **Post-Purchase Feedback Journey:** Examine how customers share feedback and its impact on future purchases.

KEY INSIGHTS

1. Customers value convenience and discounts when shopping online for books.
2. Unexpected costs, such as shipping, can lead to cart abandonment.
3. Personalization through filters and recommendations enhances the shopping experience.
4. Email marketing is effective in re-engaging customers who abandon their cart.

	DISCOVERY	SELECTION	PURCHASE
	Browsing	Filtering	Checkout
User Goals	<ul style="list-style-type: none"><li>- Discover a new fantasy novel to read</li><li>- Explore trending books to find popular titles</li></ul>	<ul style="list-style-type: none"><li>- Narrow down book options to match personal preferences</li><li>- Ensure chosen book has high ratings and positive reviews</li></ul>	<ul style="list-style-type: none"><li>- Complete the purchase without unexpected costs</li><li>- Utilize discounts to make the purchase more affordable</li></ul>
Process	<ol style="list-style-type: none"><li>1. Lands on Book Haven's homepage through a social media ad</li><li>2. Clicks on the 'Trending' section to explore popular books</li></ol>	<ol style="list-style-type: none"><li>1. Uses genre filter to select 'Fantasy'</li><li>2. Sorts books by ratings to find top-rated options</li><li>3. Reads reviews for selected books</li><li>4. Adds a book to the cart</li></ol>	<ol style="list-style-type: none"><li>1. Receives an email with a discount offer</li><li>2. Returns to the cart and applies the discount</li><li>3. Completes the purchase process</li></ol>
Process and Channels			
Problems	<ol style="list-style-type: none"><li>1. Overwhelmed by the vast selection of books in the 'Trending' section</li><li>2. Difficulty in finding a specific book without using filters</li></ol>	<ol style="list-style-type: none"><li>1. Some filters are not intuitive and require multiple attempts to get right</li><li>2. Reviews are lengthy and time-consuming to read</li></ol>	<ol style="list-style-type: none"><li>1. Unexpected shipping costs lead to cart abandonment</li><li>2. Complex checkout process without clear discount application</li></ol>
Ideas	<ol style="list-style-type: none"><li>1. Implement a personalized recommendation engine to reduce choice overload</li><li>2. Enhance search functionality with predictive text</li></ol>	<ol style="list-style-type: none"><li>1. Simplify filter options with visual aids</li><li>2. Provide summary reviews or ratings at a glance</li></ol>	<ol style="list-style-type: none"><li>1. Offer clear breakdown of costs before checkout</li><li>2. Streamline discount code application</li></ol>
Quotes	“I love discovering new books, but there are just too many options to choose from!”	“The filters are helpful, but sometimes it's hard to find exactly what I'm looking for.”	“I was ready to buy, but the extra shipping cost was a deal breaker.” Happy with discount offer
Experience			