

Customer Journey Map

Date:	1 July 2025
Team ID:	LTVIP2025TMID54172
Project Name:	ShopSmart: Your Digital Grocery Store Experience
Maximum Marks:	4 Marks

Journey Steps

Step	Customer Experience
Entice	User becomes aware of the ShopSmart app through ads or word of mouth
Enter	User visits ShopSmart web application for the first time
Browse	User explores grocery categories, searches for items, and reads product details
Add to Cart	User adds desired products to the cart
Checkout	User completes the checkout process by entering delivery details and payment
Confirmation	User receives confirmation via email/SMS and order ID
Delivery	Groceries are delivered to the user's address within the expected timeframe
Review	User receives a prompt to rate the service and share feedback
Extend	User receives personalized recommendations and promotions for future purchases

Positive Moments

- Easy navigation and product discovery
- Smooth checkout process with multiple payment options

- Prompt delivery and clear order updates

Negative Moments

- Occasional stock unavailability
- Delay in delivery due to high demand

Areas of Opportunity

- Implement live inventory tracking
- Offer loyalty rewards and bulk discounts
- Provide in-app order tracking

Customer Goals & Motivations

- Help me easily find and buy my daily essentials online
- Help me save time with quick navigation and reordering
- Help me avoid stockouts or unexpected delivery delays
- Help me discover relevant offers and deals