**E-commerce Platform User Journey Document**

### **1. User Roles**

* **Guest User** (No account or login required)
* **Registered User** (Has an account and is logged in)
* **Admin/User Support** (Manages platform backend)

### **2. Guest User Journey**

**Entry Points:** - Landing page (via direct URL, search engine, referral, ad, etc.)

**Landing Page:** - Visually engaging and modern design - Brand value proposition and introductory text - Hero section with top products or categories - Navigation to product listings, account, cart, help, etc. - Featured deals, promotions, and bestsellers - Testimonials or customer reviews - Quick links to login, register, and explore products

**Key Actions:** - Browse all products and categories - View product details (name, description, price, ratings, images/videos, kg, MOQ, bag quantity, variants, etc.) - Add/remove products from the cart - Increase/decrease product quantity in cart - View cart summary - Proceed to checkout - Choose payment in NGN or USD - Enter delivery address and personal details - Make payment seamlessly - Receive confirmation and order tracking code via email or SMS - Follow up on delivery via email/SMS support link

**Limitations for Guest Users:** - Cannot view past orders (unless using tracking code) - Cannot save profile details

### **3. Registered User Journey**

**Entry Points:** - Landing page → Sign Up / Login

**Onboarding:** - Sign up with email, phone number, full name, password - One-time KYC: verify email and phone number

**Post-Onboarding:** - Access full dashboard - Manage profile: update name, phone, email, delivery addresses

**Shopping Journey:** - Browse product categories - Search & filter products - View product list and detailed page - Add to cart - Manage cart (adjust quantities, remove items) - Save cart for later - Proceed to checkout - Choose delivery address or add new one - Choose payment method (USD/NGN) - Make seamless payment (integrate Paystack, Flutterwave, Stripe, etc.) - Get order confirmation, receipt, and tracking ID

**Order & Post-Purchase Journey:** - View current and past orders - Filter orders by status: Pending, Paid, Shipped, Delivered, Cancelled - Track delivery status live - Reorder from previous purchases - Review and rate products

**Account Management:** - Change password, phone number, email - Forgot password flow (via email/SMS) - Manage multiple delivery addresses

### **4. Admin & Backend Support (Brief Overview)**

* Add/edit/remove product listings
* Manage categories and variants
* View and manage user orders
* Manage user profiles and KYC
* Process refunds and support issues
* Generate reports (sales, orders, user activity)

### **5. Product Properties**

Each product should contain: - Name - Price - Currency (USD / NGN) - Description - Images - Videos (optional) - Weight (kg) - Minimum order quantity - Bag quantity - Product rating - Stock status - Category & tags - Seller/vendor info (optional)

### **6. Extra Nice-to-Have Features**

* Wishlist / Save for later
* Product comparison tool
* Promo codes and discounts
* Featured / Trending products
* Push/email notifications for order updates
* Dark/light mode UI switch
* Live chat for customer support
* Recommended products engine
* Blog section for tips & product features
* Recently viewed products
* Loyalty program for discounts on future purchases

### **7. Summary: Key UX Flow Segments**

1. **Landing → Product Discovery → Product Detail View → Add to Cart → Checkout → Payment → Order Summary**
2. **Login/Register → KYC Verification → Profile Management → Orders → Track & Review Products**
3. **Guest → Checkout as Guest → Enter Info → Payment → Track via Email/SMS**

### **8. Technical Considerations**

* Mobile-first responsive design
* Clean and modern UI (animated transitions, modals, drawers)
* Accessibility best practices (alt texts, keyboard navigation)
* Fast loading times (image optimization, lazy loading)
* Secure authentication and payment
* Scalable backend for product and order management

This user journey content serves as a foundational document for UX design and product feature planning. You can expand further into user flow diagrams, wireframes, and interaction specs based on this blueprint.