

CUSTOMER JOURNEY MAP

Step	What does the customer experience ?	Interactions	Things (digital touchpoints)	Places	People	Positive moments	Negative moments	Areas of opportunity	Goals & motivations
Discover	Browsing ShopMart site or app for the first time	View ads, social media links, search engine results	ShopMart web app, product listings	Home, office, anywhere online	None directly	Excited to explore products	Overwhelmed by too many choices	Personalized homepage or recommendations	Help me find what I need quickly
Register / Login	Creating an account or logging in	Fill form, register with email or social login	Login page, registration form	Home	None directly	Fast signup, social login convenience	Forgetting password, captcha frustration	Clear error messages, social login options	Help me get started easily
Browse & Search	Searching, filtering, and viewing products	Use search bar, filters, click products	Product listing page, product details page	Anywhere	None directly	Finding interesting items	Slow load times, irrelevant search results	Better search & filter, faster loading	Help me find products I like
Add to Cart / Wishlist	Adding products to cart or wishlist	Click "Add to cart" / "Add to wishlist" buttons	Cart, wishlist pages	Anywhere	None directly	Feeling organized & in control	Items disappearing, stock issues	Real-time updates, stock alerts	Help me keep track of products I want
Checkout & Payment	Completing the purchase	Enter address, payment info, confirm order	Checkout page, payment gateway	Home	None directly	Clear confirmation of order	Confusing forms, payment failures	Simplified checkout, multiple payment options	Help me buy easily & securely
Order Confirmation & Tracking	Waiting for order to ship	Email/SMS updates, view order status	Order history page, email updates	Home	None directly	Getting shipping updates	No updates, delays	Real-time tracking, proactive notifications	Help me feel reassured
Receive & Use	Receiving & unboxing product	Delivery by courier	Physical product	Home	Delivery person	Product meets expectations	Damaged/late product	Better packaging, clear delivery dates	Help me enjoy what I bought
Post-Purchase & Feedback	Leave review, contact support if needed	Email prompts, contact form	Review form, profile page	Home	Customer care executive	Sharing opinion, earning loyalty points	Complex forms, no response	Easy reviews, responsive support	Help me share feedback easily