Customer Journey Map

Understanding your customer's expectations, objectives, and interactions with your company is essential for creating a flawless customer experience.

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Ahmed is a software engineer for 7 years in big company.

SCENARIO

-He wants to change his current computer to a better one
-He wants to buy a new computer suitable for work

USER GOALS & EXPECTATIONS

- Clear online information
- Get the best offer to save money
- Friendly and helpful costumer support

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01 Awareness

- Being familiar with product/services provided
- Search about website

02 Consideration

- Compare products to each other
- Compare the website with similar sites

03 Purchase

Product purchase and evaluation

04 Retention

Share the experience with others

Doing

- See ad on Facebook
- Search about online computer purchase site
- Visit the website

Doing

- Browsing the store
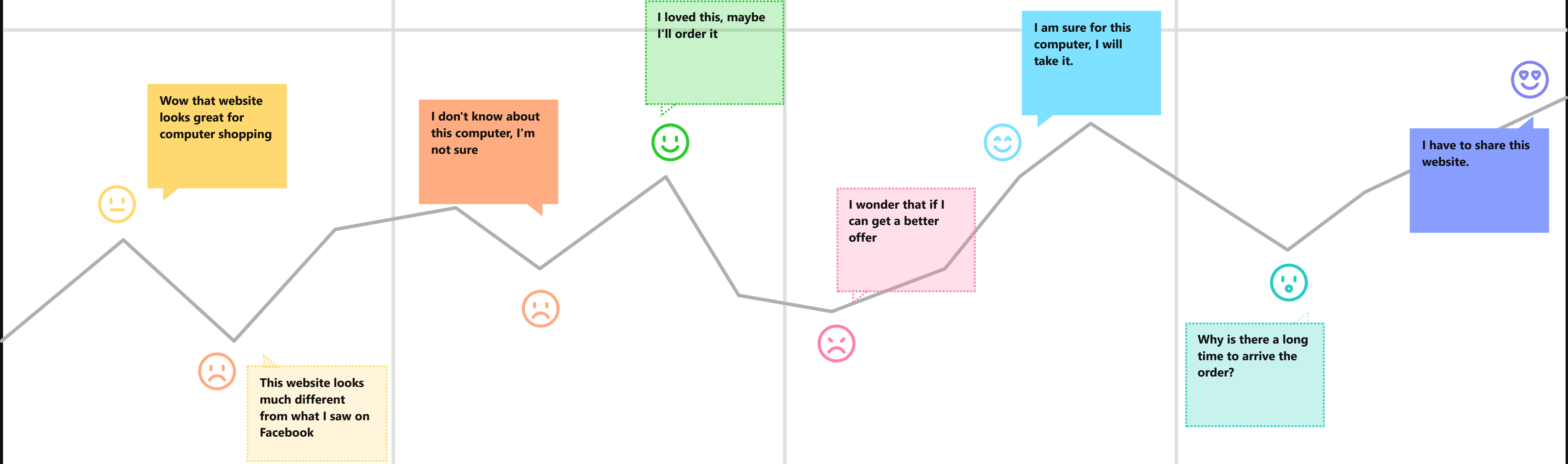- Reads Consumer Reports and reviews
- Constantly checks site for new options.

Doing

- Decides this computer...
- Research more, specifically about price
- Checkout the cart and Buys product
- Product evaluation

Doing

- Talking to friends about it
- Check Facebook discussions
- Share feelings, give feedback

Wow that website looks great for computer shopping

I don't know about this computer, I'm not sure

I loved this, maybe I'll order it

I am sure for this computer, I will take it.

I wonder that if I can get a better offer

I have to share this website.

This website looks much different from what I saw on Facebook

Why is there a long time to arrive the order?

OPPORTUNITIES

- Communicate a clear value proposition
- Continue to offer competitive offers
- Engage in social media with the explicit purpose

OPPORTUNITIES

- Help people get the help they need
- Customer support vis email/chat
- Facilitate the registration process

OPPORTUNITIES

- Improve the cart checkout page experience
- Optimize online purchase funnel
- Optimize order handle
- Develop product range

OPPORTUNITIES

- Manage feedback and social media develop sharing
- Make the return or exchange process easy