

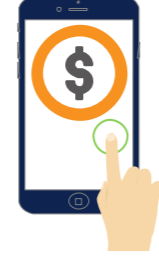
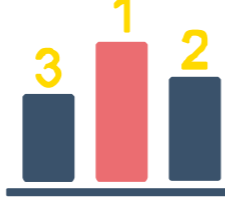


















# Online Shopping Customer Journey Map

Stages of Journey	Motivation	Searches for Websites			Browses the Site	Evaluates Products		Pay		Receives Products
<b>Activities</b>	Wants to buy a Christmas gift for a friend	Searches products keywords on search engines	Clicks the 1st ads. result.	Checks online again and go to the 1st. original result	Checks out ongoing deals and hot sale products	Opens a product page to check product details.	Opens more product pages to compare info.	Processes to pay a preferred product.	Contacts online service for help.	Product delivered.
<b>Feelings</b>										
<b>Very Happy</b>										
<b>Overall Satisfied</b>										
<b>Unhappy</b>										
<b>Experiences</b>	Excited to give a surprise to the friend.	Happy to see many options Confusing about how to choose.	Annoyed at the useless info.	Happy with the informative shopping website. Not sure about how to find the best price.	Surprise to see lots of discounts	Frustrated about reviews from other customers.	Pleased with usages & designs. Sad to see out of stock products.	Frustrated to find only the Paypal payment option.	Satisfied with bank card payment. Feels unhappy to wait for a bit of long time.	The friend successfully received the gift before Christmas.
<b>Customer Expectations</b>	Easily to obtain discount news.	More user-friendly search engine.	Allow to hide unnecessary ads.	Clear and innovative website design.	More discounts during holidays.	Higher quality products.	Faster supply chain system.	More payment choices.	Faster website speed.	Free delivery fee in the future.