

Customer Journey Map

Website Name: simpleclean.org

Student Name: Marcia Herrig

User Goal: Add an item to the shopping cart to review shipping details

Touchpoints		1	2	3	4	5	6
	Title of touchpoint (the experience or transaction step)	Search for a new cleaning product for the pet resort and day spa	Opens the site to read the initial paragraph and verify cleaning product	Decides to order the product	Locates and clicks the Buy Now button	Order a bottle	Looks for cart to see tax and shipping costs to complete transaction
CHANNELS	Which web page the touchpoint is happening on	Search engine for animal safe cleaning products	Home page	Order page	Order page	Should be Cart, but Paypal opens	Paypal's Checkout page
CLIENT INTERACTION	How/why the client becomes involved regarding the touchpoint	Search for cleaning products safe and effective to use around animals	Clicks the simpleclean.org site to open the Home page	Finds and clicks the Order Now button to open the Order page	Searches for an Add to Cart button, then figures out it is one of the Buy Now buttons scattered on the page.	Clicks the Buy Now button under the single product	Clicked the Paypal Continue button
WEBSITE INTERACTION	How/why the website currently responds or initiates the client interaction during the touchpoint	The product site shows up in the bottom of the first page of results	Displays the Home page	Displays the Order page	Order page's skewed text and graphics distract the user from locating the Buy Now button	Opens Paypal's Purchase Details page showing 1 bottle for \$52 payable to "soap-man distributing"	Opens Paypal's Checkout page showing the total cost and asking for Payment, Billing, and Shipping info
THEY FEEL	What the client is feeling at this specific touchpoint ie. confused, frustrated, surprised, excited	Confused that the product is so low in the search results. And why is it a .org? Is it real? 	Overstimulated by graphics, colors, and fonts. Disbelieving the site and product 	Distrusting the skewed, unreadable text. Distracted by graphics and worried 	Skeptical that this is really a company. Unsure how and if to proceed to purchase 	Lost all trust in the site. Concerned this is a scam site. Wants to cancel the whole idea 	Fearful of continuing to enter payment info. Ready to find a different company's product 
SHOULD FEEL	How the company wants the client to feel during this specific touchpoint	Confident the user found a good product for their needs. 	Intrigued by product description, ready and excited to try it 	Clear about the purchase of the product. Ready to order, receive, and use 	Confirmed the purchase is a smart transaction and prepared to purchase 	Confident in the sale and assured of the steps to complete the purchase 	Excited to get the product and start using it. Trusting of the product and company 
SOLUTIONS/ OPPORTUNITIES	What are possible solutions or opportunities that could improve the interaction and benefit the client during this specific touchpoint.	Increase SEO to include more useful descriptions. Use a .com domain instead of .org to eliminate confusion and make the company seem legit.	Clean up the busy colors, fonts, and graphics and create a cohesive home page that can sell the product	Clean up the page, display the product better, and display the "fine print" more clearly and honestly looking.	Organize the page, text, and graphics. Create an Add to Cart option to better direct the user in the transaction. Show the steps to complete, too.	Create a shopping cart page that displays the product, shipping, tax, and cost total cost. Then allow to enter shipping, then payment info, and confirm transaction.	Better illustrate purchase steps in a more logical and trustworthy fashion to assure the user this site is legit and the product is real