

# Customer Experience Map

## What do people want from an E-commerce Site?

	Trigger	Competitive Analysis	First Concern	Arrival	Decision	Purchase	In transit	Package Arrived
	Why would a user seek something like this?	What existing site would they normally go to for this?	User is constrained by the following:	How would a user find us in the first place?	While shopping user needs to make sure ...	Right before purchase user needs to be sure ...	While waiting for the package user wants to know ...	It's here! User wants...
User Notes	Want odd, hard-to-find things	Amazon (this is the leading service by far)	Need low price	Facebook	What is in the checkout bin is clear	I like that btn that says 'You can re-view your purchase before ordering.'	Tracking #	No signature required - just drop it off
	I wouldn't seek it, but if I stumbled upon it, might be OK	NSFWallet	Need free shipping without membership dues	Word of mouth	Need widgets to change color/attributes of same item	It is clear how I am going to pay	Ability to change route	Anonymity
	I wouldn't mind a new thing like Steam	www.net-a-porter.com	Mobile-only user	In-site integration	I am not purchasing something by mistake	I am not purchasing something by mistake	I am not purchasing something by mistake	
	I like rare fashion/style items - cool shoes, new belts etc	Steam	I live overseas right now		I like seeing similar, but not 'too-similar' items	I like seeing similar, but not 'too-similar' items		
	I want things print-to-order, like custom T-Shirts etc	Alibaba	Need easy return policy					
			Multiple payment methods - bitcoin, paypa, dwolla etc					
Business + Dev Notes	What is the 'log-line/elevator pitch' for our service?	How is our site/service unique?	What service will handle the money?	How will we be seen, if not through straight-up SEO?	What's our checkout flow like?	How many types of payments can we allow? (Crd Crd, Paypal, Bitcoin etc.)	What is our shipping service?	Can we deliver on Sundays?
		Is our goal to eventually partner up with someone?	How scalable can we get our service?	Can we make our site 'fun', so users will stay there beyond shopping?	How can we gently 'prod' user towards checkout?		What is our return policy?	