

Assignment

User Experience

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Assignment Instructions

For the given scenario(Slide - 3), you need to prepare the following:

- User journey map
- Describe whether the user experience was good, neutral, bad for each of the steps in user journey map
- How can you improve the bad and neutral experience?
- Updated user journey map after you have improved the bad and neutral experience
- As a PM is your role of ensuring great UX only limited to the website/app? (Yes/No). Give reasons for your choice.

Scenario

Archit a photography enthusiast, is looking for a new digital camera, he is going on a holiday to Shillong after 5 day(Oct 5) so he needs the camera to arrive by then. He goes to “Buyonline” website, he quickly finds the camera he wants, checks the delivery time and upon seeing “Free delivery by Oct 3 (Three days later)”, adds it to the cart, and without incident, confirms the order and selects COD as the payment option. Quick, easy — he is pleased and excited to receive the camera.

He was also e-mailed the tracking no. for the courier partner when the item was shipped. After 2 days, he wanted to check the delivery status, so he went to the “Buyonline” website, but he was frustrated to find that he could not track the package there and had to go to a third party website to track it. The website of courier partner was badly designed and he was not able to figure out how to get the details. Then he called up the customer support of “Buyonline”, where he talked with the customer support executive and came to know that his order was delayed a bit due to logistics issues at the courier partner's end. He was unhappy about the whole process and asked to cancel the order as he needed the camera urgently. But the customer support executive told him that COD orders can only be cancelled after delivery and not during while the item was in transit. Archit explained to him that no one would be there to receive the package when it arrived. He was frustrated with the whole situation and finally had to buy the camera offline at higher price.

Also when the “Buyonline” package arrived the courier partner tried to deliver the package for three days before they sent it back and every day a new delivery boy kept calling Archit about how the house was locked and where should he deliver the package and whom should he deliver to?

Archit was frustrated with the whole experience and decided that he will never buy from “Buyonline” again and instead use some other website.

User Journey map

User Journey Map

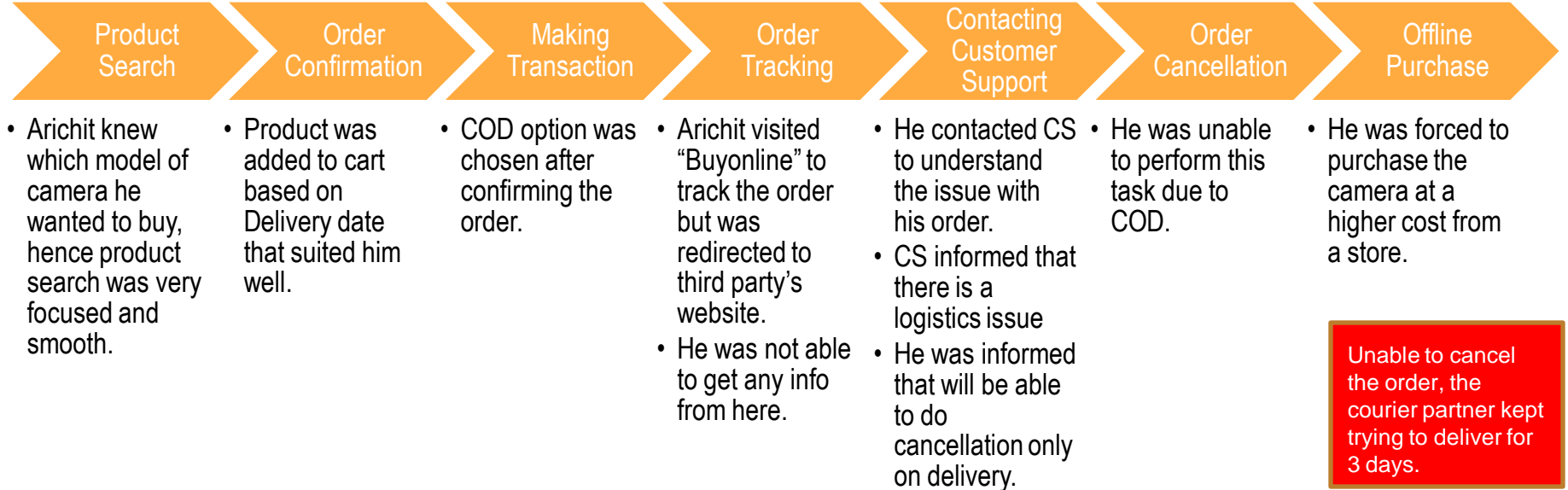
Persona : An unwell person in a new city



User journey map should be created like above, in the next slide.
Add details for each point(images not needed)

User Journey Map for “BuyOnline”

Persona : A person wanting to make a focused purchase



Describe whether the user experience was good, neutral, bad for each of the steps in user journey map

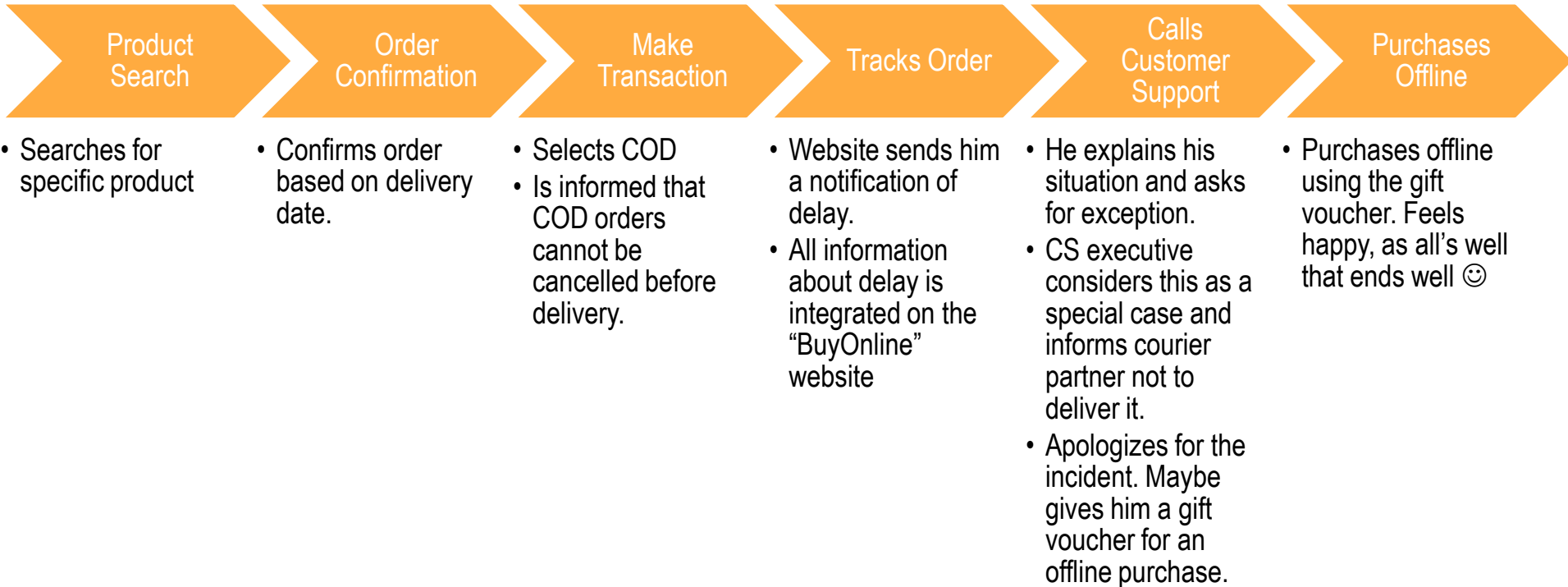
Note: Consider only the information provided in the scenario.

User journey steps	Experience
Searching the product in the catalogue	Good. As mentioned, Arichit found the camera of his desires very easily.
Adding to Cart/Order Confirmation	Good. Archit, was able to add the product in the cart and move to transaction page smoothly.
Making the Transaction	Neutral.COD option was selected. He was not informed that order cannot be cancelled before delivery.
Tracking the Package	Bad. He had to visit a third party website to track the courier which was badly designed. He did not get the information he needed
Called Customer Support.	Bad. He got all the information about his delayed order. He was rightly upset about the information he received.
Cancelling the Order	Bad. He was unable to cancel order.
Purchasing Product Offline.	Neutral. Arichit had to buy the product at a a higher cost, after having a very bad experience at "Buyonline". But atleast he had the camera for his trip.

Improving the experience

User journey steps	Experience (include only neutral or bad here)	How can the experience be improved?
Making the Transaction	Selected COD.	Here he should have been informed that COD orders cannot be cancelled until delivery.
Tracking the Package	He was frustrated to find that he could not track the package on the website and had to go to a third party website to track it. The website of courier partner was badly designed and he was not able to figure out how to get the details	BuyOnline should have integrated with third party website in such a way that all required details were at the "BuyOnline" website itself.
Called Customer Support.	He was told that his order was delayed due to logistics issues at the courier partner's end. He asked to cancel the order, but the customer support executive told him that COD orders can only be cancelled after delivery and not during while the item was in transit.	Customer Support executive could have escalated issue and taken this situation as an exception to cancel the order and make sure no one tried to deliver the order. CS executive could have also provided him with a gift voucher/incentive.
Order Cancellation	As cancellation was unavailable. courier partner tried to deliver the package for three days before they sent it back causing disturbance.	CS executive should have taken this case as an exception. and taken this process deviation.

Create the updated user Journey map



As a PM is your role of ensuring great UX only limited to the website/app?(Yes/No)

No.

Give reasons for you choice above

UX depends on the whole business process as well.

As we saw in the example, Arichit was upset at the logistics issue along with the information given by the CS executive. These are not in the scope of the website/app. Website and apps are just a medium of giving information in the simplest possible way. How a business process falters at the back end is not the problem of the Website or App. When incidents like “logistic issues” take place, they are usually out of control of a PM. But understanding that this creates frustration and a negative UX is a PM’s job as well. A PM can ensure that the negativity created can be somehow neutralized by offering incentives which provide a value to the customer. Feedbacks and learnings can be passed on by the PM to the respective teams and amends can be made quickly.