

Customer Journey Map

	Awareness	Consideration	Decision	Service	Loyalty
Customer Actions	Zeynep notices her hijabs are getting worn out and starts browsing for hijab trends	Zeynep decides it's time to buy new hijabs and she vitits websites, reads reviews etc.	She finds the webshop and selects hijabs based on price, material and season filters	Zeynep adds hijabs to her cart and completes checkout. She receives her order and tries on the hijabs	Zeynep receives compliments on her new hijabs. She posts photos online and tags the webshop.
Touchpoints	<ul style="list-style-type: none">• Social media posts• Influencers• Online ads	<ul style="list-style-type: none">• Online stores• Product reviews• Blogs	<ul style="list-style-type: none">• Webshop• Filtering tools• Reviews• FAQ	<ul style="list-style-type: none">• Shopping cart• Checkout page• Order confirmation• Care instructions	<ul style="list-style-type: none">• Social media• Review sections
Emotion	<ul style="list-style-type: none">• Excited• Anxious about quality and care	<ul style="list-style-type: none">• Curious• Cautious	<ul style="list-style-type: none">• Confident in choice• Reassured by detailed info	<ul style="list-style-type: none">• Satisfied• Hopeful for positive experience• Happy	<ul style="list-style-type: none">• Proud of her style• Satisfied
Pain Points	Overwhelmed by options	<ul style="list-style-type: none">• Lack of intuitive filters• No detailed product descriptions• No fabric care info	<ul style="list-style-type: none">• Concerns about fabric• Worry about return policy	<ul style="list-style-type: none">• Complex or lengthy checkout process• Disappointment if order does not match descriptions	Lack of loyalty programs
Solutions	Collaborations with influencers to feature styling ideas, care tips, fabric quality info, linking back to the webshop	<ul style="list-style-type: none">• Implement user-friendly filtering• Include detailed product info with images	<ul style="list-style-type: none">• Provide fabric sample service or video showcasing fabric quality• Include clear return and exchange policy	<ul style="list-style-type: none">• Use secure payment options• Simple checkout• Ensure descriptions and images are accurate• Include care instructions	<ul style="list-style-type: none">• Implement loyalty program for returning customers• Send customers discount codes