

Assignment

User Experience

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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



Archit sees the need to buy a camera



Archit visits Buyonline website. Browses through some choices and selects one. He makes sure the delivery time mentioned is within his requirement



Archit then adds the camera to his cart, selects COD as payment option and confirms order for the camera. He is then sent a tracking number post shipping



Archit goes to Buyonline website to track but he is redirected to courier partner website which is badly designed. He is unable to track his package details



Archit calls CS to find that the order is delayed by the courier partner and will not arrive in time. Archit asks to cancel the order, which is denied by the executive as CoD orders cannot be cancelled in transit



Due to delay in delivery of the package, Archit now has to purchase the camera from a offline store as his requirement is urgent before the trip. He has to pay higher price.



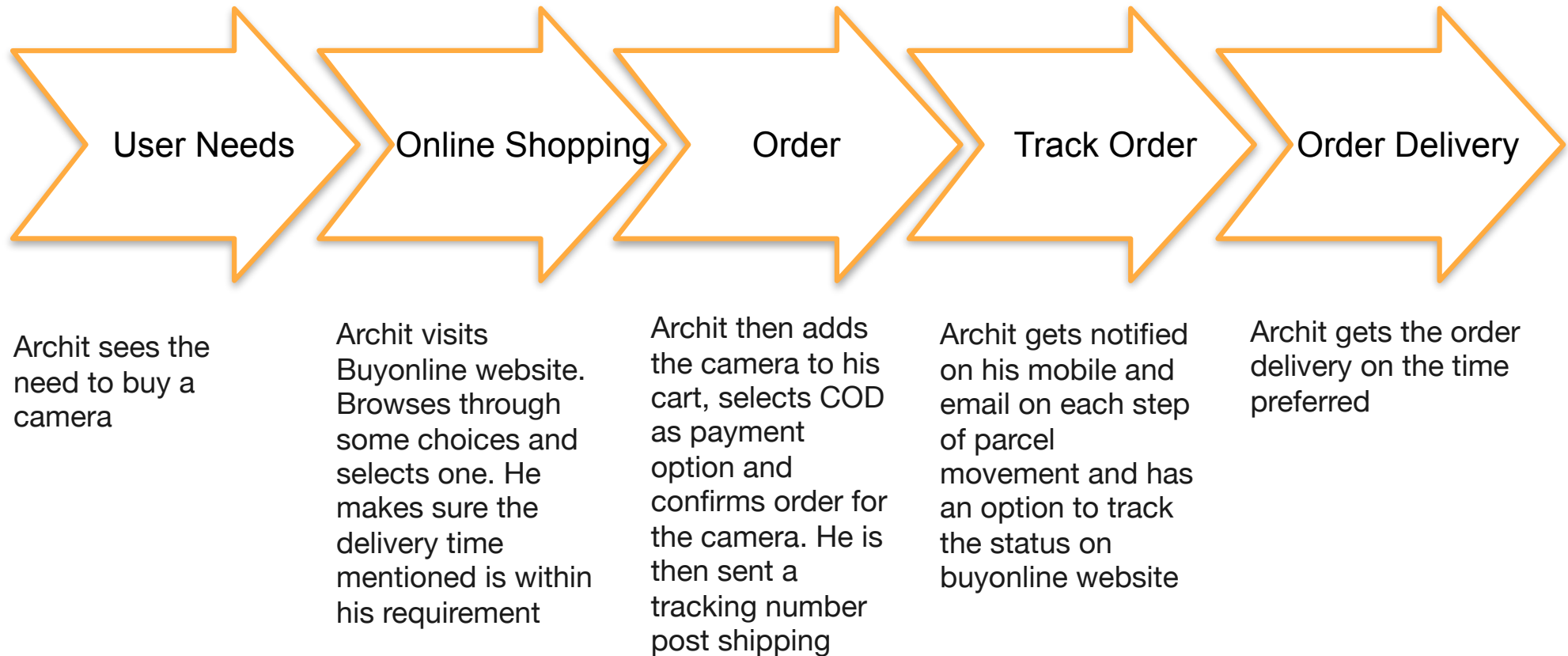
Archit is harassed for three days while he is travelling to ask about location and person to deliver the package to from the delivery person

<u>User journey steps</u>	<u>Experience</u>
Search Camera and Select	Experience - Good (Hassle free search and select based on customer's requirement)
Online Ordering	Experience - Good (Archit was able to select various payment options) & delivery time was within his requirement
Tracking the order	Experience - Bad (Customer has to rely on third party product for experience - Courier partner)
Customer Care	Experience - Bad (Customer informed about the delay only after he inquires about the status, and he is also unable to cancel order)
Offline Purchase	Experience - Bad (Customer is frustrated and forced to commit time to go out to a store before his trip and purchase the item at a higher price as he does not get the same discount that online store provides)
Delivery	Experience - Bad (Customer is called multiple times)

Improving the experience

User journey steps	Experience	How can the experience be improved?
Tracking the order	Bad	<ul style="list-style-type: none">• Notifications(Mobile & Email) must be sent to the user on each parcel movement so that user doesn't need to come to website to track the order delivery.• User should also be given option to track their order status in the original website itself.• The Website can have their own logistics to provide better service.• Provide order cancellation option for COD orders as well.
Customer Care Call	Bad	The goal should be to eliminate or reduce the need for customer care call, but for customers who end up calling Customer care, executives should be empowered to act on customers requests such as cancelling the order or any other request on behalf of users or provide alternative discount coupons
Delivery	Bad	<ul style="list-style-type: none">• Provide option for user to specify the time for delivery.• In case the user is not available, the assigned delivery executive should note from the user on his availability & update the system, deliver the order once the user is available

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.

No, I don't think that as a PM my role is limited to ensuring great UX on the website/app only. User Experience is all about a person's emotion or delightedness about using a product or a service. It relates to the whole of user journey for using the product/ service from browsing to ordering to delivery to packaging(in this particular Archit case) and then use of the purchased product. Basically any touch point that your product/service has with the user would be considered a part of the user experience journey and to make sure that your users have a great experience I as a PM has to make sure that the service delivered at all of those touch points can be controlled and correctly done.