

Designing customer journeys

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“Only 20% of ecommerce visitors to our site enter through the home page. The rest use 10,343 other landing pages”

Where do customers start?

- Customers start with a **need**: a problem, a brand, an idea for a purchase, a search
- Many will use the Web to try to **find information** or a product to satisfy that need
- Some will remember the URL for a website; many will use a **search** engine
- Some will come straight to your site; many will be **referred** from other sites
- Some will only look at your site; most will look at many sites including your **competitors**

Not all visitors are looking to buy

- Some are **researching** a future purchase
- Students may be **looking for images** or information for a project
- Suppliers may be looking for new sales outlets or **business partners**
- High street shoppers may want to **complain** or find store opening hours
- Lots of people are **comparing** brands, products, delivery times (availability), specs and prices
- Some people want to **keep in touch** with what their “brands” are doing: celebrity links, news, offers, new products

Where do they “land”?

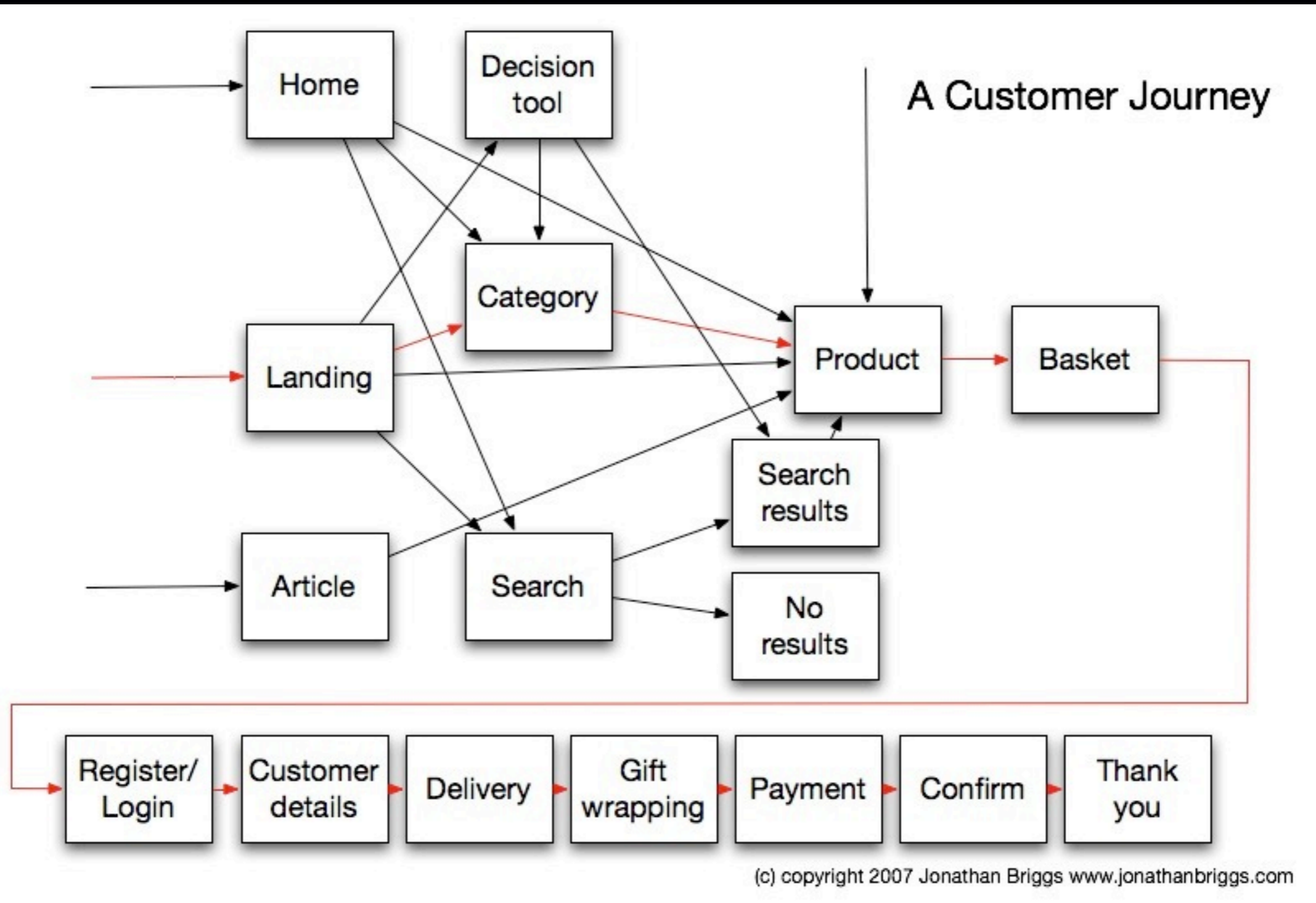
- **Home pages:** the core “brand” page. Needs to help them find what they are looking for as quickly as possible
- **Product pages:** they looked for X in Google and found X on your site
- **Information or brochure pages:** editorial content (reviews, blogs,
- **Landing pages:** alternative starting points to the home page arranged around an audience or theme
- **Offer pages:** special landing pages based around a particular promotion

How does this affect the design of ecommerce sites?

- List the specific needs of your customers
- Research what competitors do well or badly
- Describe visitor “personae”
- Define ways of converting visitors into shoppers
- Define ways of converting shoppers into repeat shoppers
- Draw out journeys for your customers
- Look to remove any barriers to shopping
- Add reassurance about common worries
- Develop strong calls to action
- Design navigation to make it easy to move the customer forwards

Why don't customers buy?

- Only 1-8% of visitors will make a purchase on a website
- Only 30-50% of those who put things in their basket will buy
- Customers window shop (trying out the process)
- Customers leave when they encounter problems, confusion, errors or doubt
- They often have multiple tabs/windows open and are comparing prices, availability and service
- Customers research online and buy offline
- They hate being made to work or wait



Elements of a customer journey

- **Starting point:** Google search result, directory, advert, affiliate, email, review, direct
- **Entry point:** core page (home), landing page, article page, product page
- **Next steps:** search, browse, follow “call to action”, add to basket, leave
- **Leave to:** competitor, back to Google, remember that they may come back
- **Search results:** filter, search again, “no results”, explore
- **Decision support:** gift finder, reviews, product guide, compare products
- **Follow “call to action”:** checkout, sign-up, enter competition, send to a friend
- **Checkout:** Register/Login, Customer details, Delivery details, Gift wrapping, Payment Details, Confirmation, Thank You
- **Where next?**

Customer journeys and wireframes

- Wireframes show navigation, content and functionality
- Wireframes may be illustrated with software or an HTML prototype: Powerpoint, ConceptDraw, Viseo, OmniGraffle
- Wireframes may or may not be used to define layout
- A set of wireframes will illustrate the steps in the customer journey (for a particular persona)
- Wireframe journeys allow the basic working of the site to be “signed off” before the site is built
- They allow the logic of the site to be explored before implementation costs are incurred



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password forget your password?

basic login

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Try Gliffy for FREE

[Home](#) » Wireframe Software - Free website wireframe software by Gliffy

The screenshot shows the Gliffy wireframe software interface. On the left is a 'Library' panel with categories like Floorplan, Flow Chart, BPMN, UML, Entity-Relationship, Network, and User Interface. Below it is a 'Forms & Components' panel with various UI elements. The main workspace shows a wireframe for a 'music store' page. The wireframe includes a search bar with 'music' entered, a 'Go' button, and sections for 'ARTIST' (with a description), 'Related Artists' (listing Artist 1 and Artist 2), and 'Popular Tracks' (listing Track 1 and Track 2). A breadcrumb trail at the top reads 'Home -> Music -> Genre -> Artist'. A status bar at the bottom indicates 'This diagram is private'.

Wireframe software that is fast and easy

A website wireframe is a great way to clarify your vision for an entire web development team. Gliffy free wireframe software makes it easy to create website wireframes and to share web mockups with anyone.

Create a Website Wireframe

Creating a website wireframe is easy with Gliffy's free wireframe tool. Just drag and drop boxes, buttons, and lines from the web wireframe tool shape library anywhere onto the page. Then add text to your website wireframe to create a clear, website mockup.

Share and Collaborate with Gliffy's Free Wireframe Tool

Gliffy is the best wireframe software for a team because you can share and collaborate with anyone, on any platform, in any location. If you are considering a Visio wireframe, your whole team needs to purchase and install the wire frame software to collaborate.

With Gliffy web wireframe software, anyone with an internet

Other Uses for Gliffy

[Flowchart Software](#)



[Network Diagram Software](#)



Example persona for a jewellery

- Karen is 21 and is engaged to be married
- She wants to show her boyfriend, Gary, the types of wedding rings she really loves
- She has not bought much from the web although she uses Facebook a lot
- She is a bit afraid of using her credit card online
- Karen wants Gary to spend a thousand pounds on a ring – he can afford it
- She wants to let him make the final choice so that it is a surprise

Lessons from persona

- Searching for wedding rings
- Landing page for wedding rings
- Sort by price
- Group by style
- Send to a friend
- Reassurance and trust
- FaceBook marketing?

Learn to develop personae

- Develop 3 or 4 very different personae
- Separate by age, job, motivation, needs
- Consider their familiarity with the brand
- Consider their needs and worries
- Define their personal customer journey

Common persona starting points

- Unfamiliar with the brand – new customer
- Price sensitive
- “I know what I want and want it fast”
- Researching the best product
- Looking for news stories, project information, jobs