## CUSTOMER JOURNEY MAP

		CONSIDERATION		PURCHASE
	INITIAL ENGAGEMENT	EXPLORING OPTIONS	CUSTOMISATION	DECISION MAKING
TOUCH POINTS	Landing Page	Category Page	Product Configurator	Product Configurator
	Navigation Links	Search Bar		AR Feature (Mobile)
				Save My Design
USER ACTIONS	Familiarises with Interface	Considers Category Types	Configures Product	Readjusts Specs to Budget
OOLIVIOITOITO	Seeks Navigation	Browses Category Listings	Makes Specs Decisions	Views Product in AR
		Compares Different Models	Triantos oposos Dosisions	Shows Design to Others
PAIN POINTS	Premium Experience Cheapened by Sales Promotions	Overwhelmed by a an thousands of listings per category	Overwhelmed by the sight of all possible customisation elements at once	Loses track of the configuration readjustments made to meet budget
	Overwhelmed by cluttered images, messaging, and indistinctive sectioning	Confused by a lack of information on what makes each listing different	Confusion locating all customisation options and how to use them	Frustration having to download the Tylko app to see configured product in AR
		Too many listings (all possible combinations) makes the premium products feel cheap	Overwhelmed as general product information is mixed with configuration specs	Design is not easy to share as it sends it in the configurator rather than just an image
		experience despite products	Immediate sales discount makes product feels like unsold inventory	
		Overwhelmed by the many filter options displayed in the filter navigation menu		
EMOTIONS				
SOLUTION	Clean and minimalist design that leads customer straight to the configurator	Product exploration is no longer about listings but about materials and use cases	Configuration is split into a step- by-step process with guidance at each stage	Organising the configuration process by steps makes it easier to track price changes
	All promotions and product listings are removed from the homepage	Real stories about real people and their Tylko products to inform decision making	Configuration feels like building a bespoke luxury product through thoughtful choices	AR feature is now available on the mobile version of the website
			Page only shows configuration specs, whilst general product information is kept separate	Design can be saved and shared as an image, showing the product in a chosen space
			Discounts are only available to customers with accounts or repeat customers	
NEW EMOTIONS				