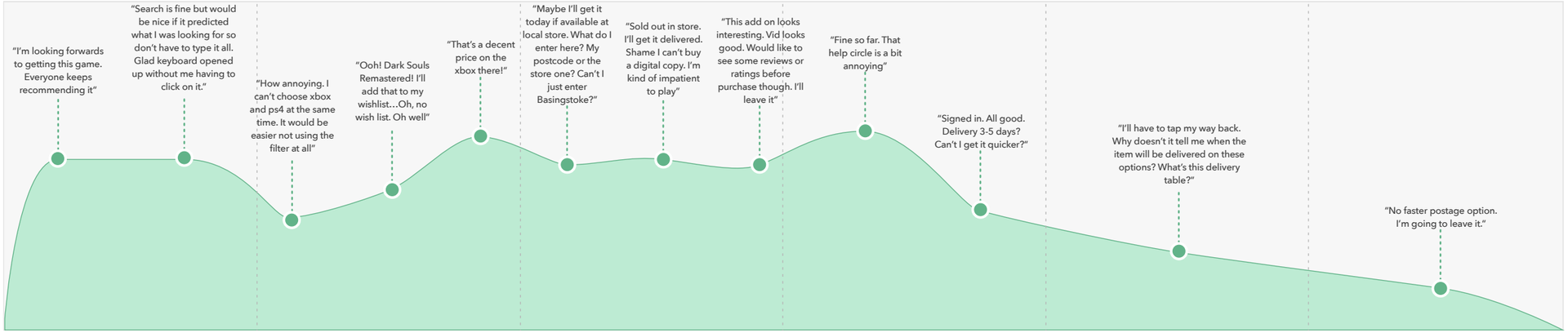
Journey Map James Clohessy

Buying “Dark Souls III” on GAME.co.uk mobile site

STEPS	HOMEPAGE	SEARCH RESULTS	GAME PAGE	BUY PAGE	GAME PAGE	EXIT

EMOTIONS & THOUGHTS



ACTIONS

HOMEPAGE	SEARCH RESULTS	GAME PAGE	BUY PAGE	GAME PAGE	EXIT
• Find search bar. I know what I want already so just want to find it. • Search for “Dark Souls 3”	• Find version for my console (PS4 and Xbox) • Go to cheapest option	• Try local store search • Check out add on from “customers also bought slider” • Click buy	• Continue to shopping cart • Log in • Go to checkout page	• Go back to game page to check for delivery times and options. • Look at other suppliers etc to try and see if I can find next day delivery info.	• Discontinue purchase

KEY POINTS

HOMEPAGE	SEARCH RESULTS	GAME PAGE	BUY PAGE	GAME PAGE	EXIT	
• There’s alot going on here. Colours, two sliders. The search bar is hidden behind an icon. Homepage simplified? Less elements vying for attention at the same time / more of a hierarchy. • Search is fine, though predictive searching would be nice, so I get a list of options as I type.	• Search order works fine (Price low to high) but I can only filter by one platform at a time. Being able to select multiple filters from the same category could be beneficial. Checkboxes perhaps? • A wishlist woud be good here and on the product page. Possibility of notification when item is on dale / in stock.	• The store search feature isn’t explained well. It is a useful feature but could be made more intuitive. Also could be more prominent. 1/2 option between deliver and collect? • Layout of individual product page not that helpful. It would be nice if there was a review rating, title, neater pics and short description. Easier to navigate sliders for additional content. Maybe clear presentation of the buying options including hierarchy + add to basket as well as buy now. Also digital buy option?	• Help icon obscures text. Maybe it could be more discreet / in the header? • Login fine. John lewis style register later process might be good. • Menu messes up on buy page. Desktop page layout for my basket header. • This is a long way to go only to find out expected delivery time now.	• Because the shopping > basket > checkout isn’t that smooth, navigating back is a bit of a pain. In UI terms it feels a bit like 3 different sites. • The estimated delivery time and postage details should be clear here for the selected option. The delivery table is dense, doesn’t cover other suppliers and leaves alot to the user. Need to go to smaller tab to see buyer details and estimated shipping. No alternate shipping options are offered. I.e fasttrack.	• I would be tempted to try somewhere else where I had more control over postage options, or even digital purchase.	• Additional Point - Menu could have more clear hierarchy - i.e sales items, line, admin and account items