

Stage	Action	Thoughts & Feelings	Pain Points	Opportunities
<b>1.Awareness</b>	Sunita downloads the GVAN app and opens it.	"I hope this app is easy to use."	Might be skeptical about app usability.	Provide an intuitive onboarding experience.
<b>2.Exploration</b>	Navigates to the indoor plants category, browses options, and selects a Money Plant.	"There are so many options! Which one is best?"	Might find too many options overwhelming.	Provide personalized recommendations and filters.
<b>3.Decision</b>	Adds the Money Plant to the cart after checking details and reviews.	"I need to make sure this plant is easy to maintain."	Unclear or missing care instructions could cause hesitation.	Include plant care tips and usage guides.
<b>4.Purchase</b>	Fills in details and makes a payment.	"Hope the payment is secure and smooth."	Complicated checkout can cause drop-offs.	Streamline checkout and support multiple payment methods.
<b>5.Post-Purchase</b>	Receives confirmation and a thank-you message.	"That was easy! I can't wait for my plant to arrive."	Uncertainty about delivery timelines.	Provide real-time order tracking and estimated delivery date.