

Customer Journey Validation with Human Experience Testing



Customer profile

A global home furnishings brand known for its large-format stores and digital catalog wanted to rethink how customers interact with its ecosystem — across online and offline touchpoints. As consumer behavior shifted post-pandemic and expectations for seamless, cross-platform experiences increased, the company faced rising pressure to modernize its customer journey.

THE GOAL?

To deliver a cohesive and satisfying experience across digital platforms and physical environments — from mobile browsing to in-store pickup, from planning tools to post-purchase support. Specifically, they aimed to:

- Improve consistency across the eCommerce and in-store journey
- Reduce friction in key flows like product search, customization, ordering, delivery, and returns
- Increase engagement and conversion through better user experience
- Ensure accessibility and relevance across diverse customer segments and regions

WHY HUMAN EXPERIENCE TESTING WAS NEEDED?

Despite heavy investment in digital transformation and service innovation, the retailer was encountering experience gaps that weren't being caught through standard QA or analytics alone. These included:

- **Fragmented journeys:** Customers experienced disconnects when moving between online and in-store environments
- **Drop-offs in key flows:** Notably in product search, mobile checkout, and delivery selection
- **Inconsistent accessibility:** Particularly for users with disabilities or non-native language preferences
- **Localization issues:** Variations in formatting, translations, and promotions across regional sites
- **Customer frustration:** With unclear instructions during self-service pickup or returns
- **Low confidence in assumptions:** Internal teams relied heavily on personas and hypothetical flows, lacking real-world validation

The company needed unbiased, real-world insights to reveal how real people experience their brand — not just in isolated interactions, but across the full customer journey.

Company

Anonymized

Industry

Home Furnishing & Lifestyle

Model

Omnichannel retail (eCommerce + physical stores)

Markets

Global presence across North America, Europe, and Asia

Testing Types

Experiential, Functional, Payment, Accessibility, Localization

Touchpoints

Mobile app, Web site, In-Store

Customer Journey

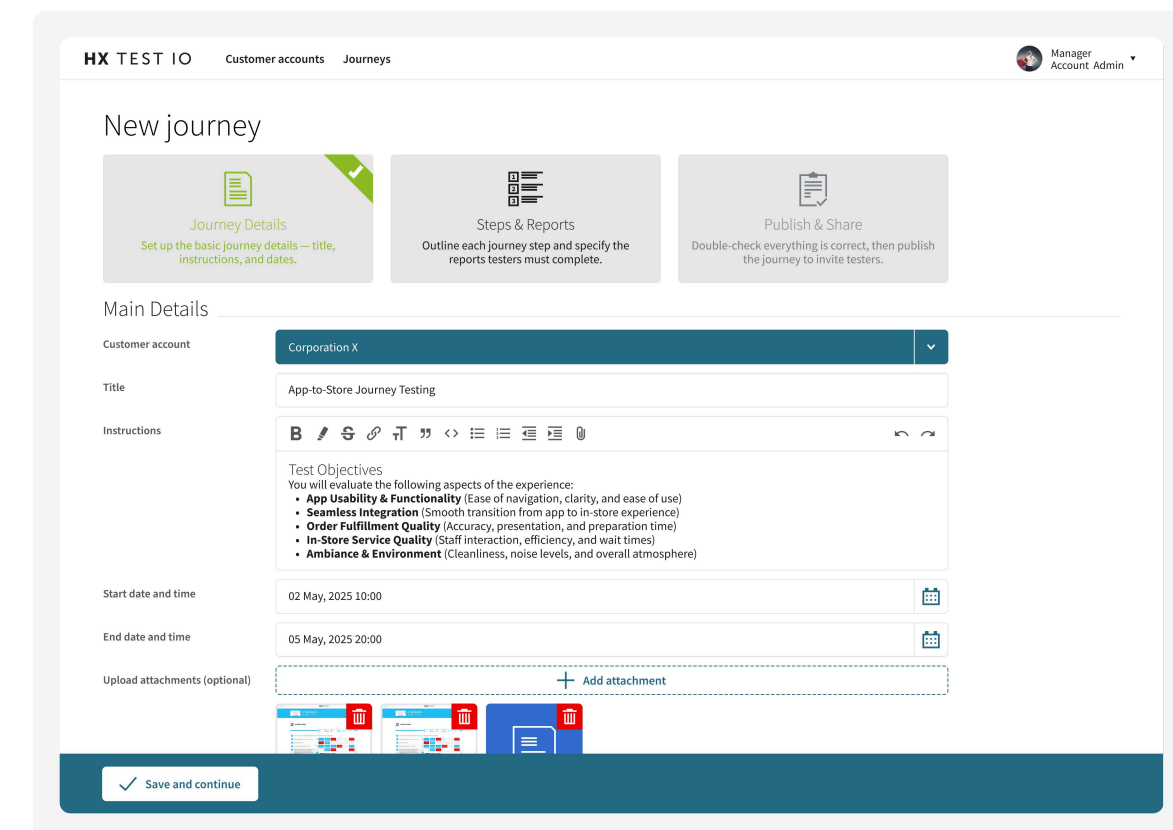
- Pre-visit planning
- Traveling to the store
- In-store shopping
- In-store purchase
- Product return

Tailored testing

Human Experience Testing focuses on the end-to-end customer journey, covering interactions across digital, physical, and experiential touchpoints — both within and beyond the client’s ecosystem. It aims to assess how people perceive and interact with these touchpoints, taking into account their emotions and overall satisfaction throughout the experience.

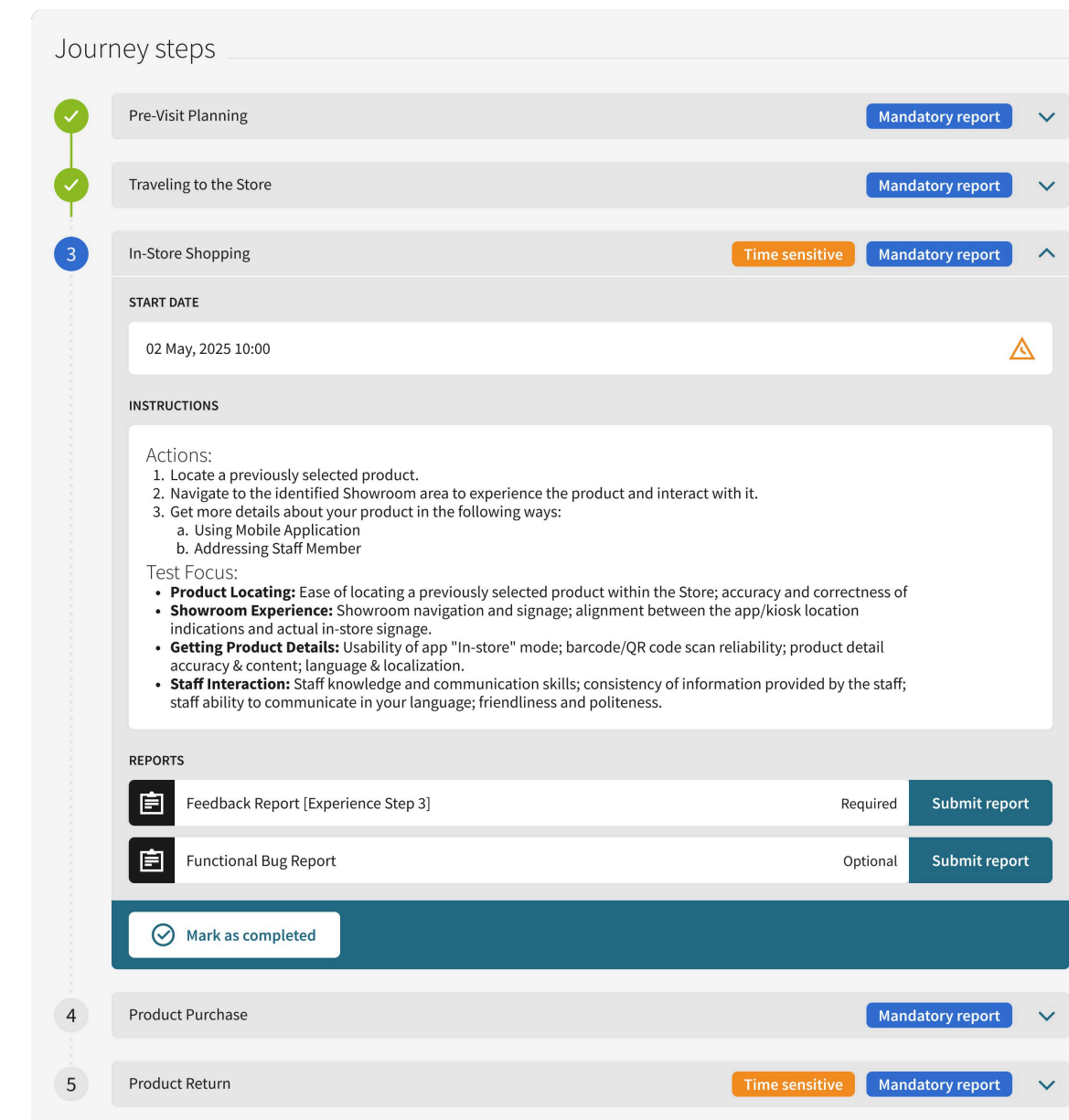
CUSTOM TEST DESIGN

Each test is built around your specific goals — whether it’s a targeted feature, user segment, location, or a broader customer flow. Multiple scenarios can run in parallel if needed.



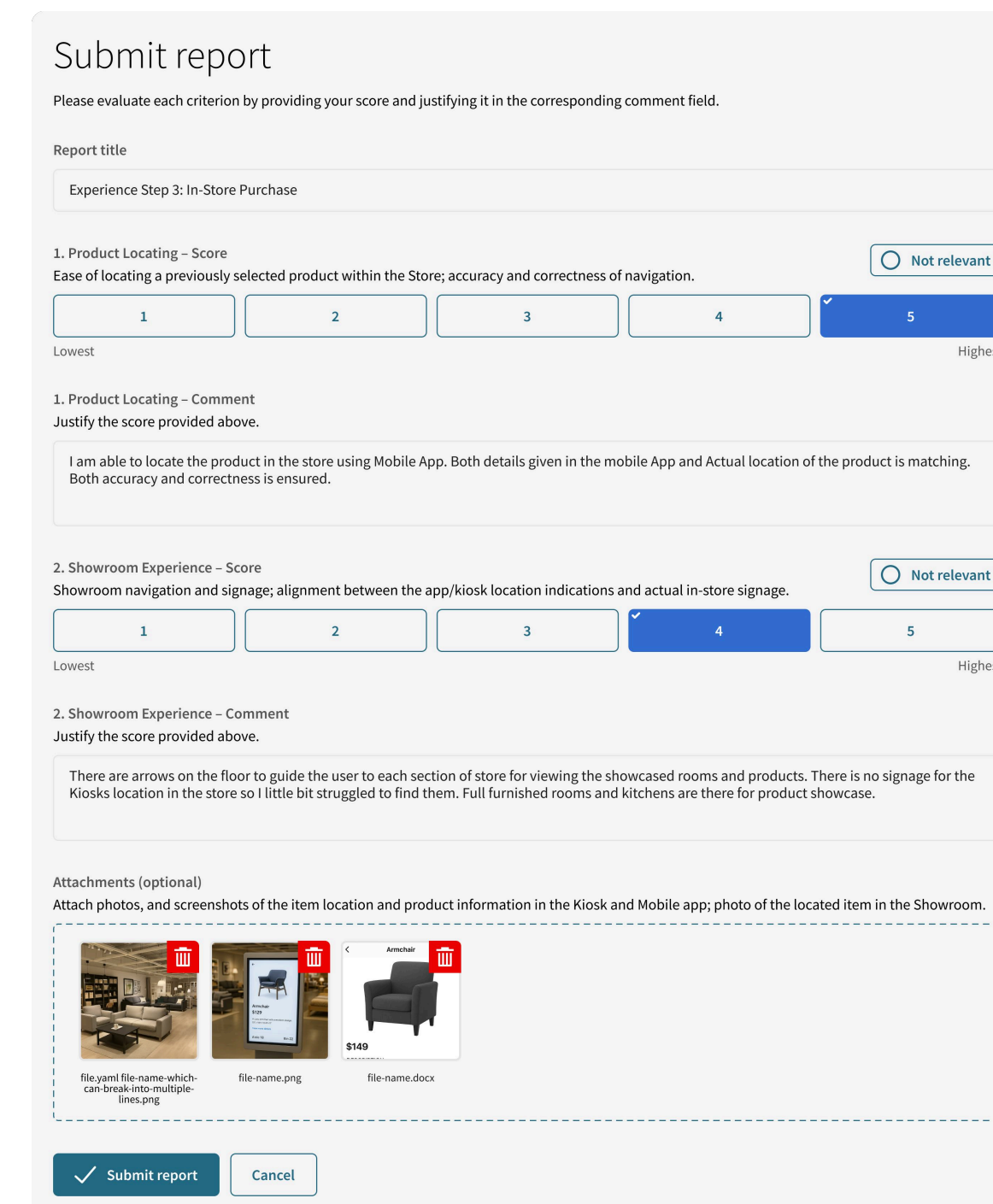
SCENARIO-BASED EXECUTION

Testers receive detailed instructions and guided scenarios that reflect real-world conditions. Every journey is broken down into steps to ensure consistent, high-quality execution.



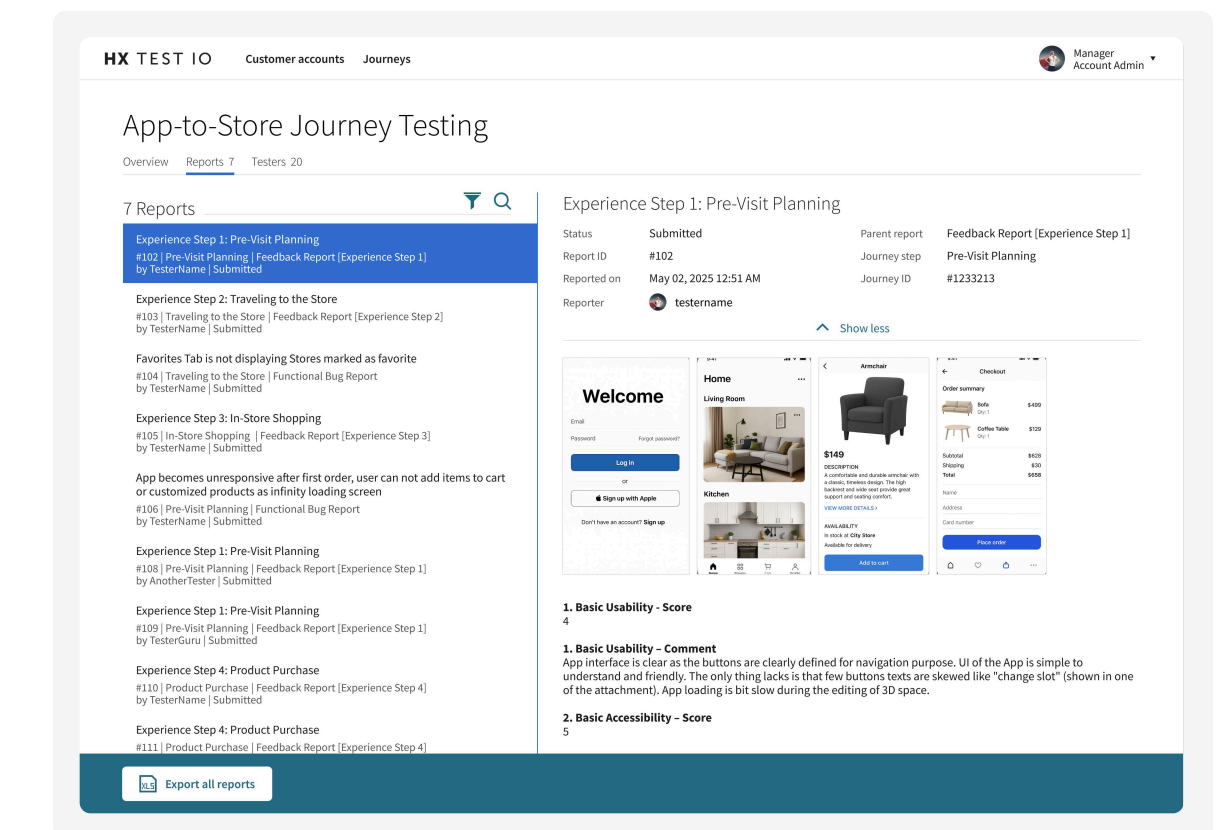
STEP-BY-STEP FEEDBACK

At each journey stage, testers provide structured feedback. Depending on the scope, they may also report functional, usability, accessibility, localization, or custom issues.



INSIGHTFUL DELIVERABLES

All feedback and issue reports are validated, and structured according to the test scope — available as raw data or summarized deliverables tailored to your needs.



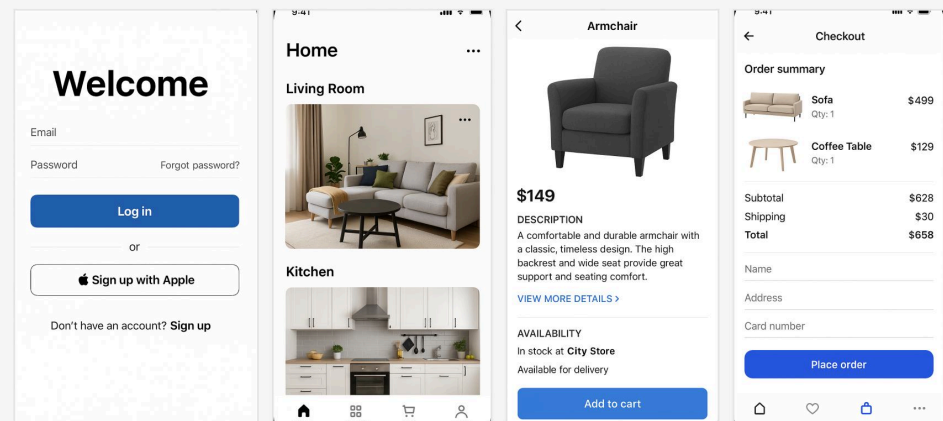
Sample reports

We adapt the format and depth of each deliverable based on what's being evaluated and what matters most to your customers and business. The examples shown here — feedback reports, bug submissions, and survey responses — reflect how our testers report their findings during the testing process. Each report focuses on a specific stage of the journey, enabling deeper, more relevant insights at every step.

Experience Step 1: Pre-Visit Planning

Status	Submitted	Parent report	Feedback Report [Experience Step 1]
Report ID	#100	Journey step	Pre-Visit Planning
Reported on	May 02, 2025 12:51 AM	Journey ID	#1233213
Reporter	testname		

[Show less](#)



1. Account Creation – Score

3

1. Account Creation – Comment

I have already an account. Login process is simple when logged in with email address and password. But since on first attempt I tried to login with registered phone number and OTP but the SMS is not received at all for OTP so login with OTP is completely failed for this I have given the Score 3 else other process are simple and clear.

2. Scanning Functionality – Score

4

2. Scanning Functionality – Comment

I am using this feature for the first time. On the first attempt it was difficult to find the scanning feature in mobile app as it was located at the last under AI tab. There is a demo video and on-screen instructions in each step during scanning process so this makes the whole scanning process simpler for me. I felt little issue when tried to align the left and right image during scanning else things went smooth. I felt that app takes enough time (around 10) mins for analyzing the results of scan and it got the room scanned in around 15 mins (which is quite high) but the quality of the scanned image is very realistic & excellent and it looks like 3D image of my living hall. I tried the swapping of products and it works fine (but this option I have not understood on first attempt). Overall the process is time taking but the results are very realistic so given screen 4/5.

3. Overall Complexity – Score

3

3. Overall Complexity – Comment

I don't see any complexity in account creation/log-in but the system failed to send me OTP when tried to login with registered mobile number (as as user this hurts my experience). Scanning feature is lengthy (as scan & analysis of results takes enough time).

Experience Issues & Suggestions

The issues encountered:

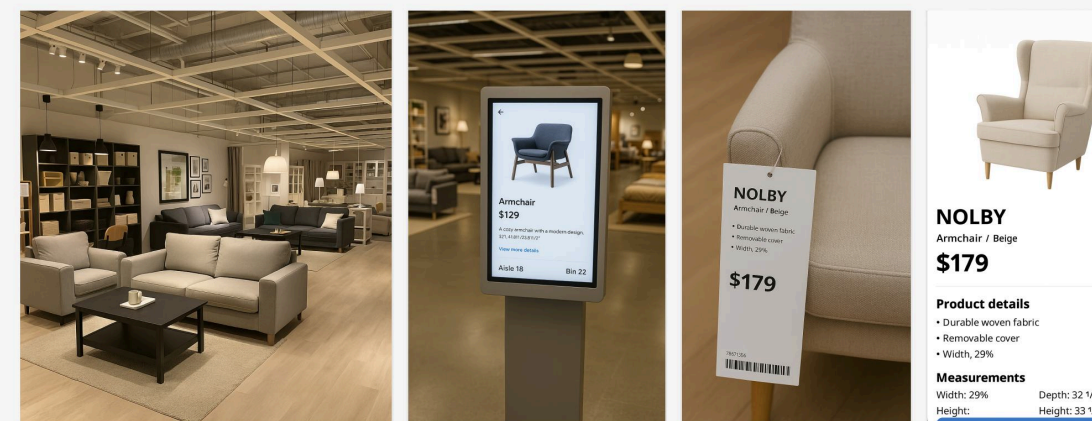
1. SMS for thr OTP is not received.
2. Texts on few buttons are skewed (for example "change slot").
3. App shows "Something went wrong" while adding/removing products in editor. (I observed this issue 2 times during whole journey)

Suggestions: Performance of the Application can be improved further as the category/product pages loads bit slow during editing of the room.

Experience Step 3: In-Store Shopping

Status	Submitted	Parent report	Feedback Report [Experience Step 3]
Report ID	#102	Journey step	In-Store Shopping
Reported on	May 02, 2025 12:51 AM	Journey ID	#1233213
Reporter	testname		

[Show less](#)



1. Product Locating – Score

4

1. Product Locating via Info Kiosk – Comment

I have located the chair table with the help of Info Kiosk as well. Kiosk screen is of comfortable size and easy to use. Touch is good but they are very sensitive. There is no option to change the language in kiosk and they are default set to English language only. Product search works correctly as I have located my product with search only. Product details are matching on both mobile App and in actual Product.

2. Showroom Experience – Score

4

2. Showroom Experience – Comment

There are arrows on the floor to guide the user to each section of store for viewing the showcased rooms and products. There is no signage for the Info Kiosks location in the store, so I little bit struggled to find them. Full furnished rooms and kitchens are there for product showcase.

3. Getting Product Details – Score

4

3. Getting Product Details – Comment

Product information is accurate and correct on the Mobile App and in Kiosk. But here is no way to get info in the local language so default language is English so I am giving score 4 out of 5.

4. Staff Interaction – Score

5

4. Staff Interaction – Comment

Interacted with staff regarding the different section for product location, pricing, family members discount, product materials etc. The information provided by staff is correct and matching on kiosk and mobile Apps. Their behavior is very polite and professional.

Experience Issues & Suggestions

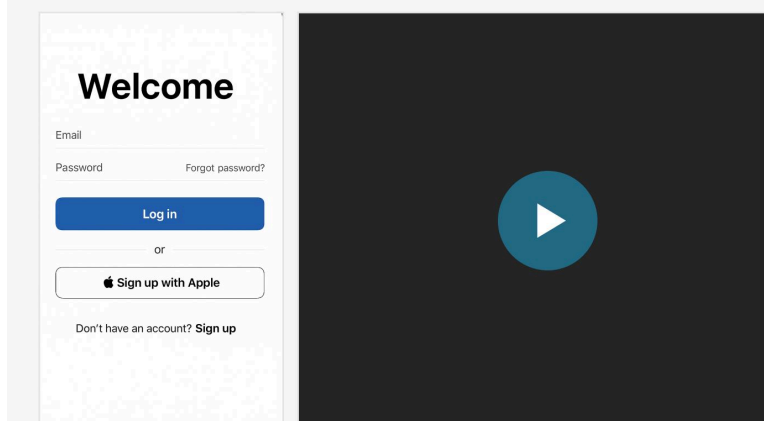
The following issues observed

1. In the store, the "Racks" are mentioned but on the mobile App & Kiosk it mentioned "Aisle" so it bit confused me in locating the "Aisle" as there are only Racks.
2. Info Kiosk are limited and very few, the store size is very big and good crowded.

SMS for the OTP is not received when tried to login with verified mobile number

Status	Submitted	Parent report	Functional Bug Report
Report ID	#105	Journey step	Pre-Visit Planning
Reported on	May 02, 2025 12:51 AM	Journey ID	#1233213
Reporter	testname		

[Show less](#)



URL

N/A

Steps

1. Pre-condition : Create an account with a verified phone number.
2. Launch the Android Mobile App.
3. Tap on the Login button.
4. Enter the Verified Mobile Number.
5. Tap on the Login with OTP.
6. Wait for OTP and check messages.

Actual Result

It is noticed that No SMS received from the platform when user tried to login with OTP instead of Password.

Expected Result

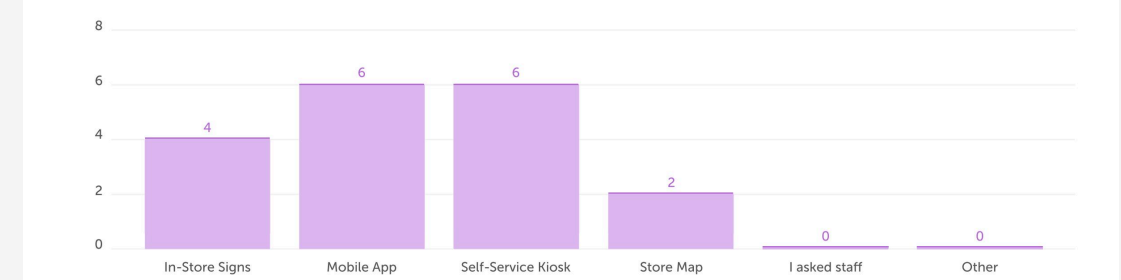
User must receive OTP via SMS when login with verified phone number.

Reporte On

Samsung Galaxy S22
Android 12
Chrome

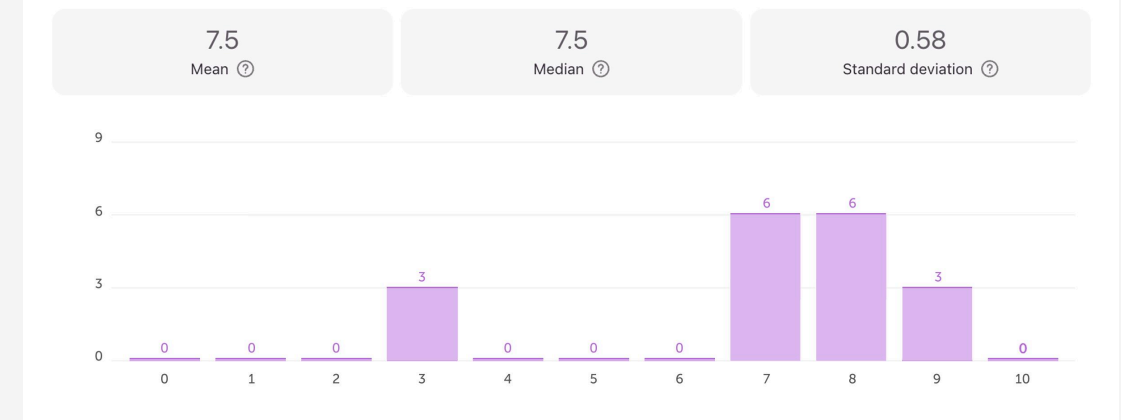
What did you use to locate your product in the Store?

18 out of 18 people answered this question.



How easy it was to locate the product section/specific item you were looking for?

18 out of 18 people answered this question.



Experience results snapshot

India, Hyderabad

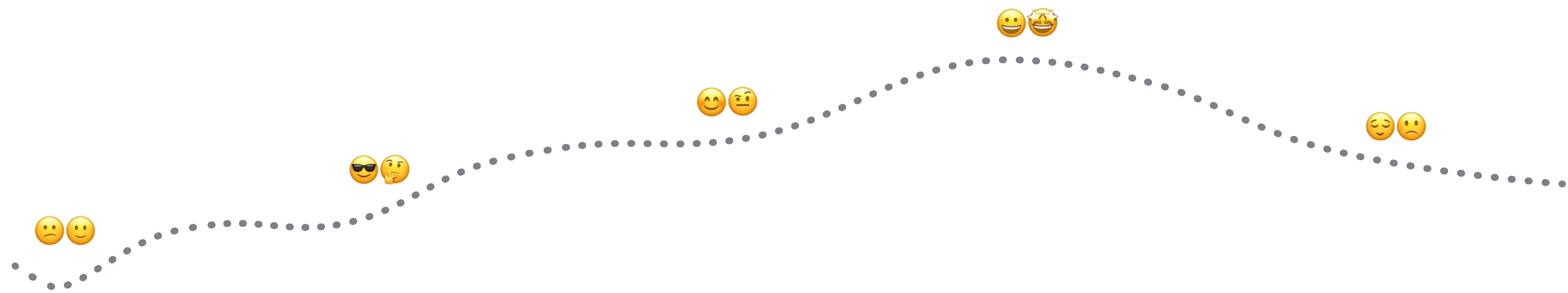
Digital Experience: **8/10** Physical Experience: **8/10** Experiential Evaluation: **9/10** Store NPS: **9/10** Major Bugs: **2**



“The login process is simple when logged in with an email address and password. At first, I tried to log in with my registered phone number and one-time password, but the SMS was not received, so logging in with a one-time password completely failed.”

“On the first attempt, it was difficult to find the scanning feature in the mobile app because of its location... There is a demo video and on-screen instructions in each step during the scanning process, making the whole scanning process simpler for me... I felt that the app takes enough time for analyzing and preparing the 3D image. It took around 15 mins, which is quite high. But the quality of the scanned image is very realistic & excellent.”

“There is no signage for the info kiosks location in the Store, so I little bit struggled to find them.”



EXPERIENCE STEP 1

Pre-Visit Planning

Mild Frustration and Optimism

EXPERIENCE STEP 2

Traveling to the Store

Overall Confidence with Slight Uncertainty

EXPERIENCE STEP 3

In-Store Shopping

Positive with Minor Confusion

EXPERIENCE STEP 4

Product Purchase

Satisfaction and Empowerment

EXPERIENCE STEP 5

Product Return

Calm and Reassured with Slight Displeasure

Detailed customer feedback across experience steps

	EXPERIENCE STEP 1 Pre-Visit Planning	EXPERIENCE STEP 2 Traveling to the Store	EXPERIENCE STEP 3 In-Store Shopping	EXPERIENCE STEP 4 Product Purchase	EXPERIENCE STEP 5 Product Return
COMPLEXITY	<p>Moderate Complexity: The one-time password bug and extended scanning and processing times in Scanning mode raise user effort.</p>	<p>Low Complexity: Well-managed parking and clear sign boards overshadow minor lane confusion. Overall, traveling is relatively straightforward.</p>	<p>Low-to-Moderate Complexity: Staff support and consistent product details help mitigate confusion about store terminology and limited kiosk options.</p>	<p>Very Low Complexity: Scan & Pay is streamlined, helpful staff are on hand, and minimal frustration.</p>	<p>Low Complexity: Staff efficiency and signage overshadow the annoyance about forced cash refunds.</p>
POSITIVE EXPERIENCE	<p>Detailed Product Catalog: Well-arranged categories, enabling quick product discovery. Detailed product with pricing and stock availability.</p> <p>Scanning Functionality: Thorough step-by-step instructions for scanning make the process simpler. Results of the scan showed realistic 3D images, significantly enhancing pre-purchase visualization.</p>	<p>Sufficient Parking: Large, well-managed parking lot for cars.</p> <p>Accessible Store Entrance: Clear arrow sign boards help funnel visitors toward the main gate or lifts/escalators. Staff presence at gates ensures easy way finding.</p>	<p>Precise Product Location: Product location in the store matched the app's/Kiosk's info, making it quick to retrieve items.</p> <p>Showroom Layout & Navigation: Familiar store layout with arrows for guided browsing of showrooms and living setups.</p> <p>Staff Assistance: Polite and knowledgeable staff readily assisted in product location, membership queries, etc.</p>	<p>Scan & Pay Efficiency: The feature is easy to discover and start using. Clear and easy process, that allows to save time.</p> <p>Flexible Payment Options: User-preferred payment options are available (i.e., GPay and MasterCard), seamless, and do not require extra steps.</p>	<p>Simple Return Process: Clear sign boards, short wait time, and helpful staff minimize difficulty.</p>
PAIN POINTS	<p>OTP Failure: Difficulties in receiving SMS for OTP log in, as a result inability to use OTP to access the app.</p> <p>Scanning Performance: A lengthy scanning and analysis process can deter users seeking quick tasks.</p> <p>Unclear Scanning Positioning: The hidden scanning feature adds friction and takes time to discover it.pre-purchase visualization.</p>	<p>Parking Lanes: User was confused whether both lanes takes user to same parking or different area, as the sign boards only says P1 & P2 gate.</p> <p>Limited Public Transport: Many users must rely on private vehicles or walking from far bus/metro stops.</p>	<p>Terminology Gap: Different terminology in mobile app/kiosk and store signs (i.e., "Aisle" vs. "Rack") cause confusion in physically locating items.</p> <p>Limited Kiosks: User struggled to find Kiosks, as there is no signage to locate them. The number of Kiosk is limited comparing to the store size.</p> <p>Language Limitations: Mobile app and Kiosks do not support languages besides English. Supporting local languages might be beneficial.</p>		<p>Inconsistent Refund Method: Cash-only return for GPay purchases adds confusion or annoyance. The mismatch between original digital payment and a forced cash refund can frustrate modern users expecting digital reimbursement.</p>

Experience results snapshot

US, San Francisco

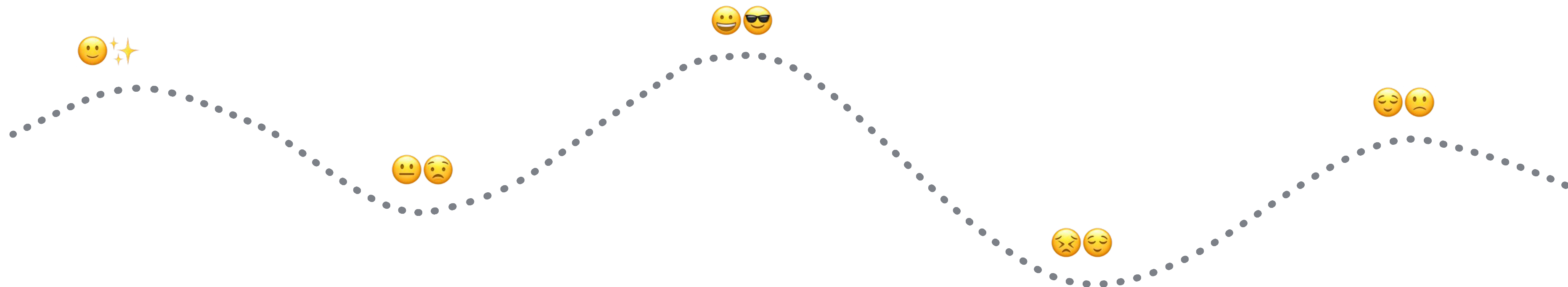
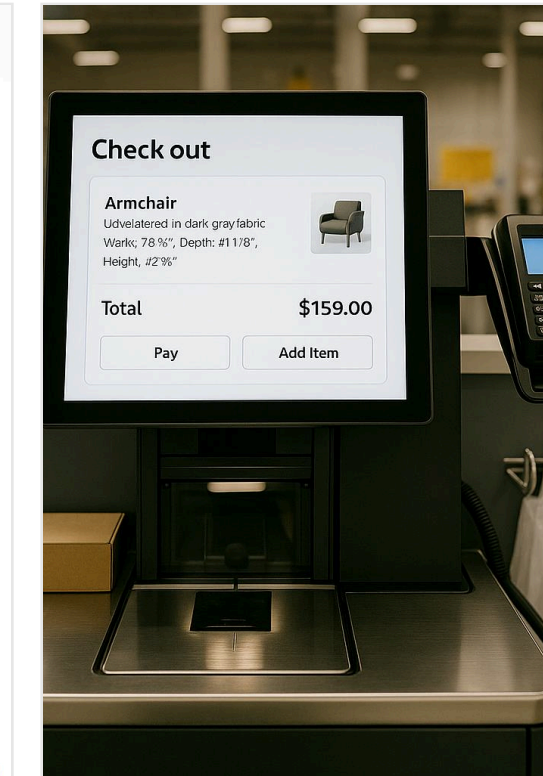
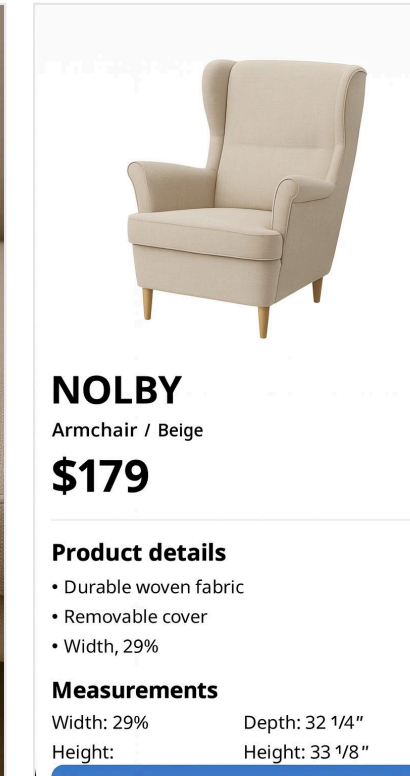
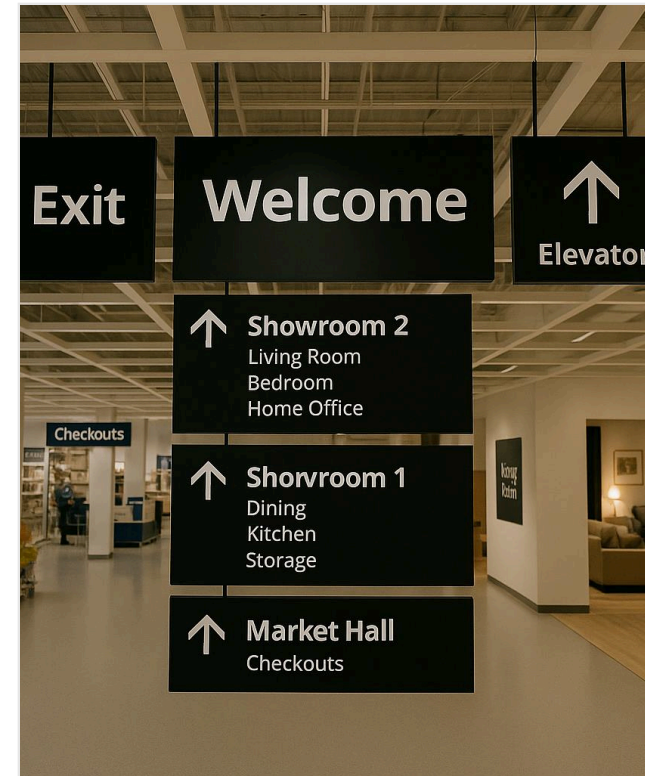
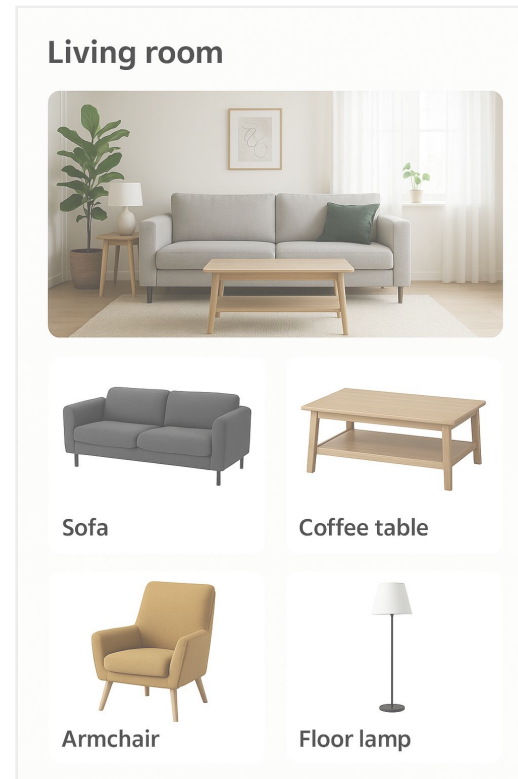
Digital Experience: **6/10**

Physical Experience: **9/10**

Experiential Evaluation: **8/10**

Store NPS: **8/10**

Major Bugs: **3**



EXPERIENCE STEP 1

Pre-Visit Planning

Initial Optimism and Excitement

EXPERIENCE STEP 2

Traveling to the Store

Neutral to Slightly Apprehensive, Mild Concern

EXPERIENCE STEP 3

In-Store Shopping

Curiosity and Engagement, Confidence

EXPERIENCE STEP 4

Product Purchase

Mild Frustration and Slight Disappointment, Relief

EXPERIENCE STEP 5

Product Return

Calm and Reassured with Slight Displeasure

“No direct way to browse the main catalog and then view a product in your scanned room. Instead, you must open the virtual room first, then search for products from within it. Also, **getting back to scanning mode isn't intuitive** – there's no dedicated button in the main navigation.”

“The payout process was fast, though **if you use the in-app cart the process is confusing**, as you need to keep the app open during the whole checkout process at the kiosk, **going back and forth between them**, even during the card payment step at the kiosk. Since I had only one item, **it would have been simpler to just ignore the app and only use the kiosk**. Especially since you need to scan everything at the kiosk again anyway. I made a second purchase later and **found not using the app was quicker and easier.**”

Detailed customer feedback across experience steps

	EXPERIENCE STEP 1 Pre-Visit Planning	EXPERIENCE STEP 2 Traveling to the Store	EXPERIENCE STEP 3 In-Store Shopping	EXPERIENCE STEP 4 Product Purchase	EXPERIENCE STEP 5 Product Return
COMPLEXITY	<p>Moderate Complexity: Overall usability is strong, but returning to or rediscovering scanning functionality requires extra steps.</p>	<p>Moderate/High Complexity: The parking design, confusing payment instructions, and tricky signage can significantly confuse or deter first-time visitors, increasing overall user effort.</p>	<p>Low Complexity: The in-store browsing process is straightforward and well-supported by staff and digital tools.</p>	<p>Moderate/High Complexity: The user invests time scanning items in-app but must redo steps at the kiosk, undermining the convenience of a "mobile checkout."</p>	<p>Low Complexity: Staff efficiency and signage overshadow the annoyance about forced cash refunds.</p>
POSITIVE EXPERIENCE	<p>Scanning Functionality: Room scanning instructions are clear. Once set up, the room designer is seamless – adding, swapping, and saving products is intuitive. Adding entire designed rooms to the cart integrates design with shopping in a practical way.</p>	<p>Accurate Location Details: The app provides correct addresses and directions, redirecting to preferred map apps (Apple/Google).</p>	<p>Familiar Store Flow: Showroom navigation is typically easy for new shoppers. Mobile & Kiosk Tools: Both are user-friendly, minimal friction. Responsive Staff: Friendly, easily accessible employees who promptly assist with questions.</p>	<p>Membership Integration: Smooth membership scanning or phone number lookup. Staff Assistance: Staff supervision at each kiosk offers immediate support if technical/payment issues arise.</p>	<p>Simple Return Process: Clear sign boards, short wait time, and helpful staff minimize difficulty.</p>
PAIN POINTS	<p>Scanning Feature Flow: Having to re-enter or locate the feature in user account settings adds friction. If the phone sleeps during analysis, retrieving the analysis results is non-obvious. Product Adding: Toggling between main catalog vs. Scanning mode is non-intuitive. No direct way to "browse main catalog" and then "view product in the scanned room."</p>	<p>Parking Barriers: Hard to find the correct garage entrance, limited "Click & Collect" parking. Many "compact" spaces make it difficult for larger vehicles picking up furniture. Confusing parking payment instructions. Store Entrance: Unclear entrance path. No direct instructions for first-time visitors from the parking garage elevator to the store.</p>		<p>Scan & Pay Limitations: Even if you use the mobile app for scanning, you still need to wait in a queue and use a self-service kiosk to checkout and pay. Redundant Scanning: Using the mobile cart doesn't streamline the kiosk checkout, leading to repeated scanning. Payment Limitations: Payment options at the kiosk are limited. If paying cash, the kiosk flow is unclear or slower and require additional staff assistance.</p>	<p>Inconsistent Refund Method: Cash-only return for GPay purchases adds confusion or annoyance. The mismatch between original digital payment and a forced cash refund can frustrate modern users expecting digital reimbursement.</p>

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