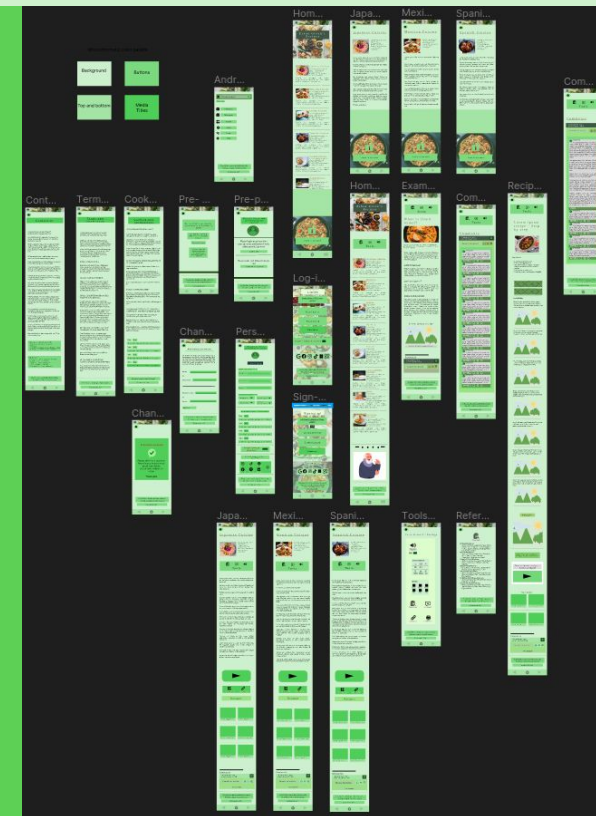


# User Journey Map for Ethan Green



Persona: Ethan Green

By; Aslan M

Goal: Insert goal - Find 10 recipes to share in his website for a complete month

ACTION	<b>Action 1</b> List the places the recipe is going to come from	<b>Action 2</b> List the name of those recipes	<b>Action 3</b> Get the recipe and make them	<b>Action 4</b> Make a guide to talk about his experience	<b>Action 5</b> Create the format in which he'll share his experience (like in a blog format or video)
TASK LIST	Tasks  A. Gather information from books. B. Gather information from websites. C. Gather information from videos / podcasts. D. Gather information from restaurants and local business that sells food he might be interested in trying and sharing to his audience.	Tasks  A. Make a list based on the ingredients he'll have to buy. B. Write the information he found about the recipes such as it's origins and times to eat the food (if it's a festive dish). C. Make the order in which the recipes will be made and presented to the public.	Tasks  A. Buy the ingredients. B. Have all dishes ready to cook. C. Make the food. D. Try out the dishes he's made himself	Tasks  A. Write an essay per dish about his experience and background with the dish (such as trying it before) B. Write what he enjoyed more about the process. C. Organize his essays and add graphical content like images he took / or videos of the process	Tasks  A. Have the essay completed with all the illustrations B. Write first the blog (without publishing) C. Record the first video, add visual information like images, videos and more that are based on the blog and then publish both works together.

EMOTIONS	Ethan often feels rushed because he's trying to do everything at once and wants to share the most accurate information he can. He feels like there's not enough time to research all the time and he sometimes says that “days should be longer” so he can make more research.	Ethan has a list of recipes from different countries that he's tried and plans to try, but whenever he has to choose one specially he gets frustrated because he's not sure if he chose the right option.	Ethan gets optimistic everytime he successfully makes a recipe but will get sad if some of it ends up wasted or falls by mistake.	Ethan likes the process of writing and being able to share with others what he learned when he was doing research. At this stage of the process to share the dishes he made to the world, he feels a “little anxious” and doesn't sleep until he is completely done with the essay he was working on on the day.	Ethan loves expressing himself in the use of words and images, sometimes he stills feel camera shy and tries to record every time he can so his audience “will be able to see the process and experience a similar joy to what I (he) feels when cooking.
IMPROVEMENT OPPORTUNITIES	Time organization and tasks management can will him to be more efficient with his research and the time he puts into it.	He can make his options randomized with different means like websites or writing up all the countries he wants to talk of at certain times.	He can use different storages for the food that is still good and knows that he (or his family will eat) then he could also try to calculate the amount of food he puts in the dishes with specific measuring cups or/and ladles.	He could organize each essay process of writing while he asks someone to help him find good pictures and clips from the process of cooking the food.	He can improve his shyness by showing himself more in the videos or making short videos for platforms like TikTok, Instagram Reels or YouTube shorts