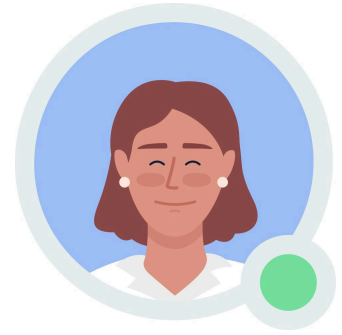


# User Journey Map: Emily Thompson

Persona: Emily Thompson



Stage	User Actions	Thinking/Feeling	Saying	Opportunities for Improvement
<b>Awareness</b>	Searches for restaurants online.	Curious, hopeful for a quick find.	"I hope this app is easy to use."	Highlight app simplicity and speed.
<b>Consideration</b>	Visits Little Lemon website/app.	Interested but cautious.	"Is this place reliable?"	Make navigation clear and intuitive.
<b>Reservation</b>	Fills out the table reservation form.	Focused and hopeful.	"I want to make sure I get a table."	Simplify form, confirm booking quickly.
<b>Confirmation</b>	Receives confirmation message/email.	Relieved and reassured.	"Great, my table is booked!"	Provide instant confirmation & reminders.
<b>Visit</b>	Arrives at the restaurant on time.	Excited but anxious about wait time.	"I hope they're ready for me."	Notify user about any delays or updates.

---