

# FOOD ORDERING JOURNEY USING MERN STACK APP (ORDERONTHEGO)

STEPS	ENTICE	SIGN UP & BROWSE	PLACE ORDER	REORDER & FEEDBACK
CUSTOMER EXPERIENCE	Learns about the platform via ads or socials	Signs up and explore restaurants and menus	Selects items adds to cart places order	Leaves review or reorders easily
INTERACTIONS	Visits app promo codes	Filters restaurants w/ menu	Uses cart, selects address, place	Reorder with prompt notification.
DIGITAL TOUCHPOINTS	Social ads Promo codes	React UI with slick carousel &	Axios API call with secure auth	Email/app prompts for feedback
GOALS & MOTIVATIONS	Discover food options quickly	Find nearby offers or favorite cuisines	Get food fast & conveniently	Enjoy discounts & loyalty rewards
POSITIVE MOMENTS	Sees "Promoted" restaurants	Clean interface Fast loading	Fast checkout clear payment options	On-time delivery & friendly delivery
OPPORTUNITIES	Collaborate with food bloggers to boost visibility.	Recommend popular items or trending combos	Offer time based discounts or combo offers	Partner with logist for live tracking