

CT&DT - SPSU - "TEAM SCOUT" - TASK#05 - USER JOURNEY MAP.

# User Journey Map

Product	Online food delivery app
---------	--------------------------

Stages	Awareness	Consideration	Purchase	Retention	Advocacy
Goals & objectives	Increase app downloads and brand awareness	Encourage users to sign up and explore the catalog	Push users to place their first grocery order	Increase the frequency of orders by sending personalized promotions	Convert loyal users into brand advocates
Touch points/ channels	Social media ads, influencers, and word of mouth recommendations	App download and account creation	Product selection, cart addition, and secure checkout process	Push notifications, emails with discount quotes, and loyalty points	Referral programs, social media posts, and user reviews
Other thoughts & concerns	Users are concerned about the variety of groceries and delivery reliability	Users think about how easy it is to find products and compare prices	Concerns about payment methods and delivery timing	Concerns over pricing consistency and delivery experience	Users want to recommend the service only if it is stays reliable
Emotions	Curious to check the convenience of home delivery	Excited about the possibility of quick Hazel free grocery shopping	Confident after receiving a confirmation and tracking order delivery	Satisfaction with the ease of reordering essentials and receiving timely promotions	Proud and happy to share a good experience with friends and family

TEAM MEMBERS:

NAVEEN.C  
HARI NAVEEN.M

CHARAN TEJA.K

KUSHAL MENAREYA

JAGADEESH

MAHESH