

# Journey Map

Customer

Journey

Phases

Actions

Thoughts

Emotions



User

Rachel Smith

Scenario

Rachel is ordering from her favorite food truck, El Toro Serrano.

Goals

Rachel wants to order food online at an affordable price from her favorite food truck.

Before

Rachel logs into the food truck app, and navigates to the menu.

During

Rachel finds it easy to order, and starts to customize her food choices.

After

Once she is finished ordering, Rachel checks out on the payment page.

Rachel opens up the food truck app.

She clicks the hamburger menu in the top right of the app

She then clicks on the menu page link

Rachel browses through the choices of food

She chooses to order tacos - her favorite!

She clicks on customize order

She adds toppings onto her tacos easily

Rachel clicks add to order, and then chooses pay now at the bottom

She makes sure her order summary is correct

Rachel fills in her payment information.

She clicks pay now at the bottom of the screen

Order confirmation lets her know that her order is successful

"I need something to eat so bad"

"I like the design of this app"

"Lets see what there is to choose from"

"So many good options"

"Can't go wrong with the tacos!"

"Lets switch it up a bit this time"

"These would go great on them"

"Alright time to put the order in"

"I think that's all I need"

"I have to enter this again?"

"Finally done. I can't wait for this food"

"I should make it just in time"

