







	Enter	Browse	Add to cart	Checkout	Payment & Confirmation	Experience Product
Customer journey						
Steps	Visits ShopSmart website/app	Browses grocery categories	Browses desired items	Waits for delivery at schedule	Waits for delivery at schedule	Unpacks product
Interactions	Home page UI	Login, Payment form UI	Login, Payment form UI	Login, Payment form	Notification email delivery	Feedback through
Interactions	Helps me shop efficiently	Emoled	Streamlined checkout experience	Missing important payment options.	Missing important payment options	Reward fo relieving stress
Places	Help me shop more efficiently	Emole	Guest	Instant or untracked delivery	Instant or untracked delivery	Reward fo relieving stress
Positive mornents	Help me shop more efficiently	Ehlp me reward	Shopping is reward	Instant or untracked delivery	Instant or untracked delivery	Reward fo relieving stress
Opportunities	Help me shope self esteem	Shop more eff-ciently	Shopping is reward	Quality check rating system	Reward for relieving stress	Reward fo relieving stress
Goals & Motivartions						