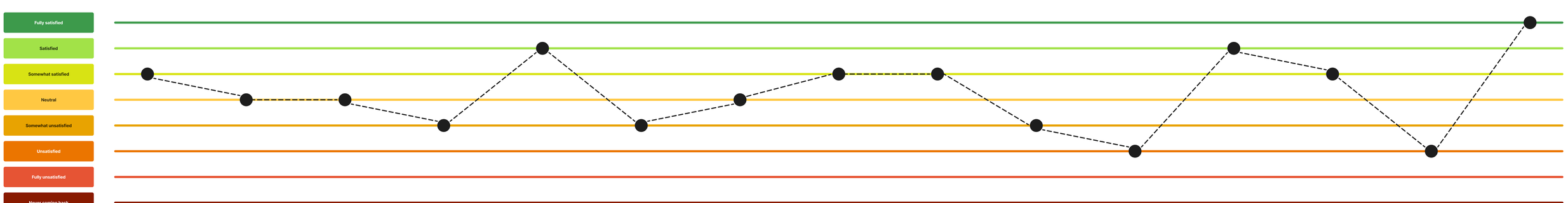
CJM_user_pickup

| Stage | Searching and adding products | | Understanding order information and modifying to final desicion | | | Giving needed information in the order form (+ additional actions) | | | | | | | After submitting the order | | |
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| **Actions** | Opens the online grocery app on her smartphone. Browses categories (fruits, vegetables, healthy options). Uses search bar for specific items. | Selects desired items, adds them to the virtual cart, potentially views product details (origin, nutritional information). | Navigates to the shopping cart, reviews selected items and quantities, removes or adds more items. | Views the order subtotal, any applied discounts, and the final order total. | Changes the delivery method to "pick-up" to avoid the delivery fee. | Searches for the closest store for pick-up. Struggles as she doesn't know street names well. | Selects a potential pick-up time but sees no clear information about the latest possible pick-up time. | Adds a general comment and specific comment about ripe avocados. | Sees options for phone contact or no contact and chooses "no contact." | Enters a certificate. | Selects to pay by card upon picking up the order at the store. | Reviews the order summary, confirms all details, and submits the order. Receives an order confirmation. | Receives a notification in Viber that the order is ready for pick-up. Wishes for in-app tracking. | Goes to the store, but has trouble finding the designated pick-up point as there are no clear signs or instructions. | Receives her order. Checks the order and it's fine. |
| **Contact** | Mobile app interface, search bar, product categories, product listings (with images and basic info). | Product pages with detailed information, "add to cart" button, quantity selector. | Shopping cart interface with item list, quantity adjustment options, "remove" technique. | Shopping cart summary with subtotal, discount application field in cart, final total. | Delivery method selection (changes to "pick-up"). | Store locator map, search bar for store names. | Pick-up time slot selector. | General order comments field, individual product comment fields. | Contact preference options (phone, none). | Certificate input field. | Payment method selection (pay upon pick-up). | Order summary, "confirm order" button, order confirmation page. | Viber notification. | Physical store environment. | Pick-up point. |
| **Thoughts** | "Let's see what they have. Are there good quality vegetables? I need ingredients for that new recipe. I hope they have organic options." | "Okay, that looks good. How much do I need? Let me add two of those. Hmm, is there a bigger size available? I wonder about the nutritional value." | "Did I get everything? Oh, I don't need that many juice packages. Let me remove one. Wait, I should also add some meat - I have no protein, right?<br>Why did I add two types of tomatoes? I need to delete that." | "Okay, that's the price. Is that discount applied? Oh, the delivery fee is a bit higher than I expected. Is there a way to get free delivery?" | "Ah, pick-up! That's better, no extra cost. I can do that on my way home." | "Okay, where's the closest pick-up point? Let me search... Hmm, I don't really know these street names. Is there another way to find it? Guess I'll use the map." | "Okay, I can probably pick it up after work. But until what time are they open for pick-ups? I don't see that information." | "Please make sure the avocados are ripe. And for the other products, I'd prefer them to be from today or the latest expiration date." | "I don't really want them to call me. Is there an option for messages? A notification should be enough." | "Let me try this code. Did it work? I can't remember how much discount it was supposed to give. It doesn't look like much changed." | "I'll just pay when I get there. That's easier for me.<br>Oh, I should change that. Why this button is so small?!" | "Okay, pick-up at that location, that time. Yes, looks right. Place order. Got the confirmation, good." | "Okay, it's ready. It would be nice to see stages of preparation, instead of just this message in Viber. I prefer the app." | "Okay, I'm here. Where do I go to pick up my order? I don't see any signs. Hmm, maybe it's over there?" | "Ah, finally! Everything looks good." |
| **Feelings** | Curious, hopeful, slightly anxious about quality and availability.<br>🤔➡️🧐 | Focused, potentially comparing options, slightly concerned about making the right choices.<br>🧐 | Calculating, decisive, potentially realizing forgotten items.<br>🧐 | Evaluating, surprised by the total, looking for ways to save money.<br>😔 | Relieved, proactive in saving money.<br>😊 | Slightly frustrated, struggling with location identification.<br>🗺️➡️😫 | Uncertain, potentially anxious about missing the pick-up window.<br>⏰➡️🤔 | Hopeful that her requests will be considered.<br>📝➡️🙏 | Independent, prefers digital communication.<br>📞➡️🚫 | Uncertain, frustrated by the lack of transparency.<br>🎟️➡️🤔 | Practical, safe, prefers to pay upon receipt.<br><br>Annoyed with small button.<br>😠 | Confident (after review), relieved the process is complete, anticipates pick-up.<br>😊 | Slightly inconvenienced by the notification method, desires more tracking information.<br>📱➡️😒 | Slightly frustrated by the lack of clear signage.<br>🚶➡️😅 | Satisfied, relieved that the order is correct.<br>🥰 |
| **Pain points** | Difficulty finding specific items quickly, unclear filtering options for "healthy", "organic" or "balanced". | Insufficient product information, difficulty finding larger/smaller sizes. | Difficulty easily modifying quantities and deleting items, unclear subtotal updates after changes. | Difficulty finding information on delivery fee amount, unexpectedly high delivery fees, unclear discount origins. | Initial confusion about delivery fee. | Difficulty finding the nearest store due to reliance on street names. | Lack of clarity on the latest pick-up time. | Uncertainty about whether specific product comments will be seen and acted upon. | Limited contact options, potential lack of important updates if "no contact" is chosen. | Lack of clear feedback on certificate application and its value. | Too small button to change payment method, next to the final button. | | Inconvenient notification channel (Viber), lack of order progress tracking. | Lack of clear signage or instructions for the pick-up point within the store or in app. | |
| **Improvement opportunities** | Improve search functionality with advanced filters (dietary restrictions, organic), high-quality product images, clear categorization. | Provide comprehensive product details, easy options for different sizes/ quantities, customer reviews. | Implement real-time subtotal updates, easy quantity adjustments, "suggested items" based on cart content.<br><br>Notifications about needed items and review of overall cart nv. | Clearly display delivery fees upfront, explain discount origins and application. | | Offer alternative ways to locate stores (list of nearest to the entered location, photos of exterior), improve map usability. | Clearly display the available pick-up hours for each location or general information about pick-up availability. | Control the comment fulfillment and perform the marketing strategy to ensure new users, that this system works. | Offer more granular notification preferences (e.g., in-app for order ready, SMS for urgent issues). | Provide immediate and clear feedback on certificate application, display the discount amount. | Provide separate block for payment part. | | Implement in-app order tracking with status updates, allow users to customize notification preferences within the app. | Implement clear and visible signage for the pick-up point within the store, provide instructions or a store map in the app or notification. | |