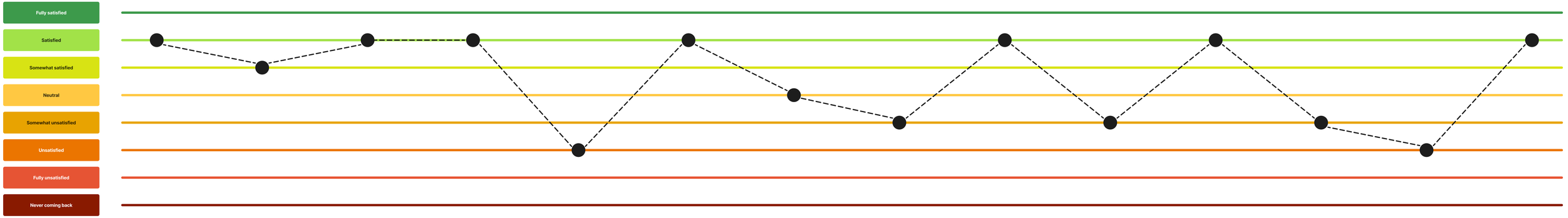
CJM_user_delivery

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		
Actions	**Opens the online grocery platform, navigates to his order history and browses previous purchases.**	**Uses the search bar or browses categories for any additional items he needs.**	**Selects desired items and adds them to the virtual cart.**	**Navigates to the shopping cart to quickly review the items and quantities.**	**Looks for the fees and summary**	**Selects the delivery address from saved addresses or adds a new one.**	**Selects a delivery time slot.**	**Selects the only available option of a phone call for order updates.**	**Chooses the default online payment method with saved card details.**	**Checks the final order details.**	**Confirms and places the order.**	**Receives order confirmation but can only fully track on his phone.**	**Receives a call about replacements while finishing work, struggles to understand options.**	**Receives the delivered groceries on time, order is good.**
Contact	Website interface, order history section, list of previous orders.	Search bar, product categories, product listings (with images and basic info).	"Add to cart" button, quantity selector.	Shopping cart interface with item list and quantities.	Shopping cart interface with item list and quantities, summary and other information.	Address book, address input form.	Delivery time slot selection.	Contact preference options.	Payment gateway, saved payment options.	Order summary page in the form.	"Submit Order" button, confirmation page.	In-app tracking (full), website tracking (limited).	Phone call from customer service/delivery.	Notification/call. Delivery person, delivered goods.
Thoughts	"What did I order last time? I usually get the same meats. Let me quickly add those to my current cart."	"Okay, got the usual. Now, do I need anything else? Let me search for some fresh vegetables."	"Yep, that's what I need. Add to cart."	"Looks about right."	"Ok, what is a delivery fee? On animation it is 10, right? I want to check and also look at the total, so I'll scroll down to summary. Oh, no it's almost 10, but for now it's 498!"	"Use my usual address."	"When can they deliver? Are there any convenient times available? I will be free at 20 today and there is a slot for 19:30-21:00... Hope that would go well."	"They only have a call option? I'd much prefer a message. Hope they don't call during my meeting!"	"I'll just use my saved card, it's quick and easy."	"Let me double-check... Wait, there's no list of items again? I don't want to go back and lose my progress."	"Okay, place order. Hope it goes through smoothly!"	"Got the confirmation. Let me check the tracking... Oh, I need to use my phone for the full view."	"Ugh, a call now. What are the replacements? It's hard to understand while I'm wrapping up work. I wish there was another way."	"Finally, it's here. Everything looks good. A notification beforehand would have been helpful though."
Feelings	Efficient, leveraging past behavior to save time. 😌	Focused on completing his list, exploring, has difficulties with categories and search results. 🤨	Decisive, quick action. 👍	Checking for accuracy. 👌	Checking for accuracy. Annoyed about "misinformation" 😠	Routine. 😌	Hopeful, but potentially constrained. 🤔	Frustrated by the limitation, slightly anxious about interruptions. 📞😠	Efficient, trusting of the saved information. 😌	Slightly worried about accuracy, hesitant to navigate back. 🧐😟	Anticipatory, hopeful. 🙏😊	Slightly inconvenient, prefers to use his computer. 😒	Annoyed by the timing, frustrated by the lack of visual options, feeling pressured to make a decision quickly. 📞😠🤔	Satisfied with the order, but notes a missed opportunity for better communication. 🎉😊🔔😒
Pain points	Difficulty quickly re-adding multiple items.	Irrelevant or incomplete search results, unclear categorization.			Not clear information about delivery fee.		Limited time slots, hard to find a suitable time.	Lack of preferred communication method (in-app messages), potential for disruptive calls.		Lack of a visible product list on the final order review form, fear of losing progress if going back.		Limited tracking functionality on the computer/website.	Inconvenient timing of the call, difficulty understanding and comparing replacement options over the phone.	Lack of a pre-arrival notification.
Improvement opportunities	Provide an easy re-add options.	Improve search relevance and filtering options, ensure logical and intuitive categorization.			Add documentation about delivery fee and additionally to each point in summary.		Wide range of slots. Maybe custom slots as extra - not only speed-up delivery option.	Offer multiple communication options (in-app chat/messages, email), allow setting preferred times for calls if necessary.		Display a concise list of ordered items on the final order review form, allow easy editing without losing progress.		Provide comprehensive order tracking information across all platforms (web and app).	Offer alternative methods for discussing replacements (in-app chat with images, email with options), allow pre-approved replacements.	Implement a 10-minute (or customizable) pre-arrival notification via the user's preferred channel.