FreshCart Current User Journey - Checkout Process

STEP 1: Cart Review

- User sees 8 items in cart

- 2 items show "limited availability"

- User unsure what this means

- Pain point: Confusion about item availability

STEP 2: Delivery Details

- Choose delivery window (12 time slots)

- Add delivery instructions

- Select tip amount (5 preset options)

- Pain point: Too many decisions, overwhelming

STEP 3: Payment Method

- Choose from 3 saved cards or add new

- Enter CVV for security

- Apply coupon code (separate field)

- Pain point: Security step feels unnecessary for saved cards

STEP 4: Order Review

- Review all items, delivery, payment

- Estimate shows price range ($45-52)

- Must scroll to see "Place Order" button

- Pain point: Price uncertainty creates anxiety

STEP 5: Confirmation

- Shows order number

- Estimated delivery in 2-4 hours

- Option to track order

- Pain point: Wide delivery window, no precise time

OVERALL JOURNEY ISSUES:

- 5 steps feels like too many

- Lots of cognitive load and decision fatigue

- Uncertainty about pricing, timing, availability

- Process takes 3-4 minutes on average