

Journey Map



Angie Simons

SCENARIO

Angie just got out of class and has another one to go to in half an hour. She has been on campus since 9 AM and hasn't eaten yet. It is now 12 PM. Angie's friend suggests to download a food truck app that they like which would help Angie get food as quickly as possible.

GOALS

- Order food on campus quickly
- Satisfy hunger
- Arrive to class on time
- Not to go overbudget

MOTIVATIONS

- Satisfy hunger
- Eat to be more
- Needs food quickly
- Location is convenient

