User Journey Map – Joseph (Little Lemon Restaurant App)

# Persona: Joseph

# AGE: 34 years

# OCCUPATION: Procument Lead

# TECH LITERATE: Medium

Joseph is a busy professional who values convenience and efficiency. He is tech-savvy but gets frustrated with poorly designed apps. He’s looking for a restaurant reservation app that is seamless, fast, and reliable.

# User Journey Map

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| **Steps** | **User Actions** | **Touchpoints** | **Thoughts/Feelings** | **Pain Points** | **Opportunities** |
| Discover App | Sees an ad or hears from a friend about Little Lemon app | Instagram Ad, App Store, Word-of-mouth | Hope this app is better than the others | Skepticism from past bad app experiences | Use social proof, highlight speed and simplicity |
| Download App | Installs from Play Store/App Store | App Store | Let’s see how fast I can get this done | Large app size or long sign-up process | Offer guest access or quick Google/Apple sign-in |
| Open App | Navigates to 'Reserve a Table' section | App UI | I just want to find a time and book it quickly | Cluttered interface, unclear booking CTA | Intuitive layout with bold 'Reserve Now' button |
| Select Details | Picks date, time, guests, and preferences | Calendar, dropdown menus | Everything should be clear and pre-filled | Confusing menus, too many steps | Streamline form with smart defaults |
| Confirm Booking | Reviews reservation and taps 'Confirm' | Summary page, confirmation screen | Please don’t make me sign in again | Unnecessary login steps before confirmation | Allow confirmation before full account setup |
| Get Confirmation | Receives in-app and SMS/email confirmation | Notification, SMS, Email | Nice. Got it confirmed. That was quick! | No confirmation or delayed notification | Instant, clear confirmation message |
| Prepare for Visit | Checks directions, adds to calendar | App, Google Maps, Calendar | All done. Now I can just show up | No integration with maps/calendar | Add 'Add to Calendar' and 'Directions' button |