

# User Flow: Business Owner Searching for Web Developer

## From Initial Need to Booking Consultation Call

### Scenario Context

**User:** Yossi Cohen, 42, Restaurant Owner in Tel Aviv  
**Goal:** Find affordable web developer to build restaurant website  
**Budget:** ₪10,000-₪15,000  
**Tech Level:** Basic  
**Device:** Mostly mobile (iPhone)  
**Time Available:** 15-30 minutes of research during slow afternoon at restaurant

### PHASE 1: PROBLEM AWARENESS & INITIAL SEARCH

#### Trigger Event

- Yossi realizes he needs a website when:
- A customer asks "Do you have online ordering?"
  - He calculates he paid ₪12,000 to Wolt last month in commissions
  - His competitor's new website looks professional and has direct ordering

**Emotional State:** Frustrated, slightly overwhelmed, determined to find solution

#### Step 1A: Initial Google Search (Mobile)

**Time:** 2-3 minutes  
**Device:** iPhone, at restaurant between lunch and dinner service

#### Search Query Evolution:

- First try: "אתר אינטרנט למסעדה" (website for restaurant)
- Refines: "בניית אתרים למסעדות תל אביב" (website building for restaurants Tel Aviv)
- More specific: "מפתח אתרים תל אביב מחיר" (web developer Tel Aviv price)

#### What He Sees:

- Google search results page
- Mix of ads (big agencies with "מ-₪50,000")
- Organic results (freelancers, agencies, articles)
- Local pack (Google Business Profiles with ratings)

#### Mental Process:

- ❌ Skips obvious ads (looks expensive)
- 👁️ Reads snippets in search results (looking for price mentions)
- ★ Notices star ratings in local pack
- 📱 Clicks on result that mentions "affordable" or shows price range

#### Decision Factors:

- Price transparency in snippet
- Star rating (wants 4.5+)
- Mentions "restaurant" or "small business"
- Based in Tel Aviv or nearby

Exit Points (Where He Might Leave):

- If no prices mentioned anywhere → assumes too expensive
- If results all look corporate/big agencies
- If no mobile-optimized sites (bounces immediately)

Step 1B: Social Media Search (Alternative Path)

Time: 5-10 minutes  
Platform: Facebook Groups

Alternative Search Pattern:

- Posts in "עסקים קטנים תל אביב" (Small Businesses Tel Aviv) group
- "מישהו מכיר מפתח אתרים טוב ולא יקר?" (Anyone know good, affordable web developer?)
- Reads recommendations from other business owners
- Checks recommended developers' Facebook pages or websites

Why This Path:

- Trusts peer recommendations more than Google
- Wants "real" feedback from people like him
- Hoping for personal introductions/connections

PHASE 2: LANDING ON YOUR WEBSITE

Step 2A: First Impression (3-8 seconds)

Critical Window: User decides whether to stay or bounce

What Yossi Sees First (Above Fold):

[Your Name] | Web Developer

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"Affordable, Professional Websites  
for Israeli Small Businesses"

💰

Honest Pricing - No Hidden Fees

⚡

Fast Turnaround - 3-4 Weeks

🤝

Personal Service - Direct Access to Me

[Schedule Free Consultation →] [See My Work]

Starting at ₪8,000 for small business sites

Mental Checklist (Subconscious):

- ☒ Is this mobile-friendly? (if yes, continues; if no, bounces)
- ☒ Can I see prices? (transparency = trust)
- ☒ Is this for me? (sees "small businesses")
- ☒ Is this person legit? (professional but not corporate)
- ☒ What do I do next? (clear CTA button)

Emotional State: Cautiously optimistic - "This might work"

Decision Point 1:

- **STAY** if: Mobile-friendly, sees prices, looks professional
- **BOUNCE** if: Slow loading, looks scammy, no clear info, too corporate

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**Step 2B: Quick Scan (10-30 seconds)**

**Behavior:** Scrolling quickly, not reading everything

**Scanning Pattern (Mobile):**

- 1. Headline → "Okay, for small businesses"
- 2. Price mention → "₪8,000-₪15,000, that's my range"
- 3. Photo of you → "Real person, not a company"
- 4. Scrolls down quickly
- 5. Stops at something relevant

**What Catches His Attention:**

- 📄 "Restaurant Website" service card
- 💰 Clear pricing
- 📱 Screenshots of actual websites
- ⭐ Any reviews/testimonials (even if just one)

**Mental Questions Forming:**

- "Can this person actually build what I need?"
- "What does ₪10,000 get me exactly?"
- "Is this person experienced or a kid?"
- "Will I get scammed?"

**Decision Point 2:**

- **CONTINUE READING** if: Sees restaurant-specific service, likes the price
  - **BOUNCE** if: Can't find restaurant option, confused by structure
- 

**Step 2C: Problem Recognition (30-60 seconds)**

**Scrolls to "Problem" Section**

**Yossi Reads:**

✗ "Paying 25-30% to delivery apps"

Giving away your profit on every order

✗ "Managing orders through Instagram DMs"

Losing track of customers, missing sales

✗ "No way to collect customer emails"

Can't market special events directly

**Internal Dialogue:**

- "YES! This is exactly my problem!"
- "He understands what I'm dealing with"
- "This isn't just generic website talk"

**Emotional State:** Validated, understood, more interested

**Decision Point 3:**

- **ENGAGED** if: Sees his specific pain points
- **STILL SKEPTICAL** if: Too generic, not relevant to restaurants

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**Step 2D: Credibility Check (1-2 minutes)**

**Behavior:** Looking for proof this person can deliver

**What Yossi Checks:**

1. **Scrolls to "My Work" section**
  - Looks at the one project
  - Clicks to see live site (if link provided)
  - Checks if it looks professional
  - Sees it loads fast on his phone
  - Thinks: "Not bad for a beginner"
2. **Scrolls to "About Me"**
  - Sees your photo
  - Reads your story
  - Notices: "Based in [Your City]" (local = trustworthy)
  - Checks: Do you seem honest and reliable?
3. **Looks for Technical Skills**
  - Doesn't understand "Node.js" or "PostgreSQL"
  - BUT sees "Online Ordering System" and "Mobile-First" - that matters
4. **Checks Pricing Again**
  - Scrolls back up to service cards
  - Restaurant Website: ₪10,000
  - Compares mentally to agency quotes he saw (₪30,000+)
  - Thinks: "This is actually affordable"

**Mental Math:**

- "₪10,000 for website vs ₪12,000/month in Wolt fees"
- "If this saves me even 30% of Wolt fees, it pays for itself in 3 months"

**Decision Point 4:**

- **GETTING CONVINCED** if: Sees real work, likes pricing, trusts you
  - **STILL HESITANT** if: Doubts about experience/capability
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**Step 2E: Objection Handling (2-3 minutes)**

**Behavior:** Looking for reasons NOT to hire you

**Yossi Scrolls to FAQ, Scanning for:**

**Question 1:** "You're just starting out - why should I trust you?"

- Reads your honest answer
- Appreciates transparency
- Thinks: "At least he's honest, not hiding it"
- **Risk perception slightly reduced**

**Question 2:** "What if something goes wrong?"

- Sees: "60 days free support"
- Thinks: "That's better than nothing"
- **Risk perception reduced more**

**Question 3:** "How do I know you can handle my project?"

- Reads: "I'll be honest if I can't do it"
- Thinks: "Okay, I can respect that"
- **Trust increases**

**Question 4:** "What if I don't like the design?"

- Sees: "You'll see mockups first, unlimited revisions"
- Thinks: "So I won't be stuck with something I hate"
- **Major fear addressed**

**Emotional State:** Cautiously trusting, leaning toward action

**Decision Point 5:**

- **READY TO CONTACT** if: Most objections answered satisfactorily
  - **NEEDS MORE INFO** if: Still has unanswered questions
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**Step 2F: Comparison Shopping (5-15 minutes)**

**Behavior:** Opens new tabs, checks alternatives

**Yossi Compares:**

**Tab 1: Your Website**

- Price: ₪10,000
- Timeline: 3-4 weeks
- Vibe: Personal, honest, hungry
- Downside: Inexperienced

**Tab 2: Established Agency**

- Google search result → clicks
- Loads slowly (red flag)
- No prices shown → "Contact us for quote"
- Looks corporate and expensive
- Closes tab

**Tab 3: Fiverr/Freelancer Marketplace**

- Finds developers for ₪2,000-₪5,000
- Reviews are mixed
- Located in India/Pakistan (communication concerns)
- Thinks: "Too risky, I don't want cheap problems"
- Closes tab

**Tab 4: DIY (Wix/Squarespace)**

- Googles "Wix restaurant website"
- Sees templates (all look the same)
- Reads: "₪200/month subscription"
- Calculates: ₪2,400/year, ₪12,000 over 5 years
- Thinks: "Still have to build it myself, don't have time"
- Closes tab

**Back to Your Website (Tab 1)**

- Yossi returns to your site
- Thinks: "This is the best option I've found"
- Scrolls to CTA section

**Decision Point 6:**

- **DECIDES TO CONTACT** if: You're the best value proposition
- **CONTINUES SEARCHING** if: Still not convinced

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**PHASE 3: DECISION TO CONTACT**

**Step 3A: Choosing Contact Method (30 seconds)**

**Options He Sees:**

1. **"Schedule Free Consultation" Button**
  - Most prominent
  - Says "15 minutes, no obligation"
  - Thinks: "Quick call, I can do that"
2. **WhatsApp Button (Floating)**
  - He notices green button bottom-right
  - Thinks: "I prefer WhatsApp, more casual"
3. **Phone Number**
  - Sees: "Call: +972-XX-XXX-XXXX"
  - Thinks: "Too formal, I'll call later" (usually doesn't)
4. **Email**
  - Thinks: "Too slow, I want answers now"

**Most Likely Choice:**

- **60%** → Schedule consultation (if decision is made)
- **30%** → WhatsApp message (if wants quick questions first)
- **10%** → Email or phone (less likely)

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**Step 3B: Path A - Scheduling Consultation**




**Action:** Clicks "Schedule Free Consultation" button

**Experience Flow:**

**Step 1: Calendar Opens**

- Calendly overlay appears (doesn't leave page)
- Sees: Your available times for next 7 days
- Thinks: "Good, they have availability soon"

**Mental Check:**

-  Available this week? (urgency)
-  Reasonable times? (not just weird hours)
-  Can reschedule? (flexibility)

**Step 2: Selects Time**

- Picks: Thursday, 2:00 PM (during slow restaurant hour)

- Clicks time slot

**Step 3: Fills Form** Form Fields:


- Name: [Types name]
- Email: [Types email]
- Phone: [Types phone]
- Business Type: [Dropdown: Restaurant/Café]
- Quick Question (optional): "Need website with online ordering for my restaurant in Tel Aviv. What's included in the ₪10,000 package?"

**Friction Points to Avoid:**

- ❌ Too many fields (he'll abandon)
- ❌ Required fields that seem unnecessary
- ❌ Credit card required (NEVER)
- ❌ Asking for website URL (he doesn't have one!)
- ❌ Long questionnaire before booking

**Step 4: Confirmation**

- Clicks "Schedule Meeting"
- Sees confirmation screen:

 You're all set!

Consultation scheduled for:  
Thursday, March 14 at 2:00 PM

You'll receive:  
→ Email confirmation  
→ Calendar invite  
→ Reminder 24 hours before  
→ Zoom link (or phone call details)

Looking forward to discussing your restaurant website!

- [Your Name]

**Emotional State:** Relieved, optimistic, slightly nervous

**Receives Immediately:**

- Email confirmation with details
- Calendar invite (adds to his calendar)
- Brief personal email from you: "Thanks for scheduling, Yossi! I've helped several restaurants like yours. Looking forward to our chat on Thursday."

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**Step 3C: Path B - WhatsApp Message (Alternative)**

**Action:** Clicks floating WhatsApp button

**Experience Flow:**

**Step 1: WhatsApp Opens**

- Pre-filled message appears:

Hi! I'm interested in learning about your web development services for my restaurant.

Step 2: Yossi Modifies Message

- Types:

Hi, I saw your website. I have a restaurant in Tel Aviv and need a website with online ordering. Can we talk? My budget is around ₪10,000. Is this possible?

Step 3: Sends Message

- Feels less formal than scheduling
- Expects response within hours (Israeli WhatsApp culture)

Your Response (Critical - Within 1-2 Hours):

Hi Yossi!

Great to hear from you. Yes, ₪10,000 is perfect for a restaurant website with online ordering.

I'd love to discuss your specific needs.

Are you free for a quick 15-min call this week?

Here's my calendar link: [link]

Or let me know what day/time works for you and I'll send a Zoom link.

- [Your Name]

Result: Conversation → Scheduled Call → Same as Path A

Step 3D: Path C - Email Inquiry (Less Common)

Action: Clicks email address

Experience Flow:

Step 1: Email Client Opens

- Blank email with your address pre-filled
- Subject: (empty - he has to write)

Step 2: Yossi Writes Email

Subject: Website for Restaurant

Hi,

I have a restaurant in Tel Aviv and I need a website with online ordering. I found your website and the prices look good.

Can you tell me more about what's included in the ₪10,000 package for restaurants?

Thanks,  
Yossi Cohen  
[phone number]

Step 3: Sends Email

- Waits for response
- Might forget about it if you don't respond quickly



**Your Response (Critical - Within 3-6 Hours):**

Subject: Re: Website for Restaurant

Hi Yossi,

Thanks for reaching out! I'd be happy to help.

The ₪10,000 restaurant package includes:

- Professional website design (mobile-first)
- Online ordering system (no commission fees!)
- Digital menu with photos
- Reservation booking system
- WhatsApp integration
- Google Business Profile setup
- 60 days free support

I'd love to learn more about your restaurant and show you exactly what I can build for you.

Can we schedule a quick 15-minute call this week?

Here's my availability: [calendar link]

Or reply with a day/time that works for you and I'll send a Zoom link.

Looking forward to working together!

Best,  
[Your Name]  
[Phone]  
[WhatsApp]




**Result:** Email Exchange → Scheduled Call → Same as Path A

**PHASE 4: PRE-CALL PREPARATION**


**Step 4: Between Booking and Call (1-5 days)**

**What Happens:**

**Day of Booking:**

-  Confirmation email received
-  Calendar invite accepted
-  Brief personal welcome email from you

**24 Hours Before Call:**

-  Reminder email with:
  - Meeting time (including time zone)
  - Zoom link or phone number
  - Brief agenda: "We'll discuss your restaurant, your goals, and what kind of website would work best. I'll answer all your questions honestly."
  - "Feel free to prepare any questions or show me competitor sites you like"

**Yossi's Mental State:**

- Thinks about questions he wants to ask
- Looks at other restaurant websites for inspiration
- Calculates potential savings from direct ordering

- Slightly nervous but optimistic

#### Day of Call:

- 🕒 1-hour reminder (auto from Calendly)
- 📱 Yossi blocks out 30 minutes (even though call is 15 min)
- Goes to quiet area of restaurant
- Opens Zoom link or waits for your call

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## PHASE 5: THE CONSULTATION CALL

### Step 5: The Actual Call (15-30 minutes)

**Your Goal:** Build trust, understand needs, close to proposal

#### Call Structure:

##### Minutes 0-2: Rapport Building

- You: "Hi Yossi! How's your day going?"
- Small talk about restaurant, Tel Aviv, etc.
- **His mindset:** "Is this person friendly and professional?"

##### Minutes 2-5: Discovery Questions

- You: "Tell me about your restaurant. What kind of food do you serve?"
- You: "What made you decide you need a website now?"
- You: "What's the main problem you're trying to solve?"
- **His mindset:** "He's actually listening and asking good questions"

##### Minutes 5-10: Understanding Needs

- Yossi explains: Wolt commission problem, wants direct orders
- You ask: "How many orders per day on average?"
- You ask: "Do you have photos of your dishes?"
- You ask: "Are you on Instagram/Facebook?"
- **His mindset:** "He knows what he's talking about"

##### Minutes 10-15: Showing Solutions

- You share screen (Zoom) or send WhatsApp images
- Show: Your one restaurant project or similar examples
- Explain: "This is what I built for [business]. It has online ordering, menu showcase, reservation system..."
- **His mindset:** "Okay, I can see what he can do"

##### Minutes 15-20: Addressing Concerns

- Yossi asks: "How long will it take?"
- You: "3-4 weeks from when we start"
- Yossi asks: "What if I need changes?"
- You: "You'll see designs first, unlimited revisions. Plus 60 days free support after launch"
- Yossi asks: "Are you experienced enough?"
- You (honest): "I'm newer to freelancing but I have the technical skills. That's why my pricing is better than agencies. I'll work extra hard to make sure you're happy because I'm building my reputation."
- **His mindset:** "I appreciate the honesty. He seems trustworthy."

Minutes 20-25: Pricing & Next Steps

- You: "For what you need, I'd recommend the ₪10,000 package which includes everything we discussed."
- You: "I'll send you a detailed proposal today showing exactly what's included, timeline, and payment terms."
- Yossi: "Okay, sounds good"
- You: "Any other questions I can answer right now?"

Minutes 25-30: Closing

- You: "I'll send the proposal by end of day. Take your time to review. We can hop on another call if you have questions."
- You: "If you're happy with it, we can start as soon as next week."
- Yossi: "Great, I'll look out for it."
- You: "Thanks for your time, Yossi! Talk soon."

Emotional State After Call:

- **Yossi feels:** Confident, informed, trusts you, ready to move forward
- **You feel:** Confident you understood his needs, can deliver

PHASE 6: POST-CALL TO HIRING DECISION

Step 6A: Proposal Delivery (Same Day)

Within 4 Hours of Call:

You Send Email:

Subject: Proposal - Restaurant Website for [Restaurant Name]

Hi Yossi,

Great talking with you today! I'm excited about the possibility of working together.

Attached is your custom proposal outlining exactly what I'll build for your restaurant website.

Quick Summary:

- Online ordering system (save on Wolt commissions!)
- Digital menu with professional layout
- Reservation booking system
- Mobile-first design
- Timeline: 3-4 weeks
- Investment: ₪10,000 (50% start, 50% at launch)

Take your time reviewing. I'm happy to answer any questions or jump on another quick call.

If you'd like to move forward, just reply "Let's do it!" and I'll send the agreement.

Looking forward to working together!

Best,  
[Your Name]

P.S. I've reserved a start date of [next week] for your project if you'd like to begin soon.

Attached PDF Proposal:

- Professional but simple design
- Cover page with his restaurant name
- What's included (detailed list)
- Timeline breakdown
- Pricing breakdown
- Payment terms
- Your guarantee
- Next steps

**Yossi's Response Pattern:**

**Scenario A: Immediate Yes (30%)**

- Replies within hours: "Let's do it!"
- You send agreement
- He signs and pays deposit
- **PROJECT STARTS**

**Scenario B: Needs Time (50%)**

- Replies next day: "Looks good, I need to discuss with my wife/partner"
- You reply: "Of course! Let me know if you have any questions."
- Follows up 2-3 days later: "Okay, I'm ready to start"
- **PROJECT STARTS**

**Scenario C: Price Negotiation (15%)**

- Replies: "This looks good but ₪10,000 is a bit high. Can you do ₪8,500?"
- You decide: Negotiate or hold firm
- If you negotiate: Offer ₪9,000 with payment plan
- **PROJECT STARTS (if agreed)**

**Scenario D: Goes Silent (5%)**

- No reply for 3-4 days
- You send gentle follow-up:

Hi Yossi,

Just checking in - did you get a chance to review the proposal? Any questions I can answer?

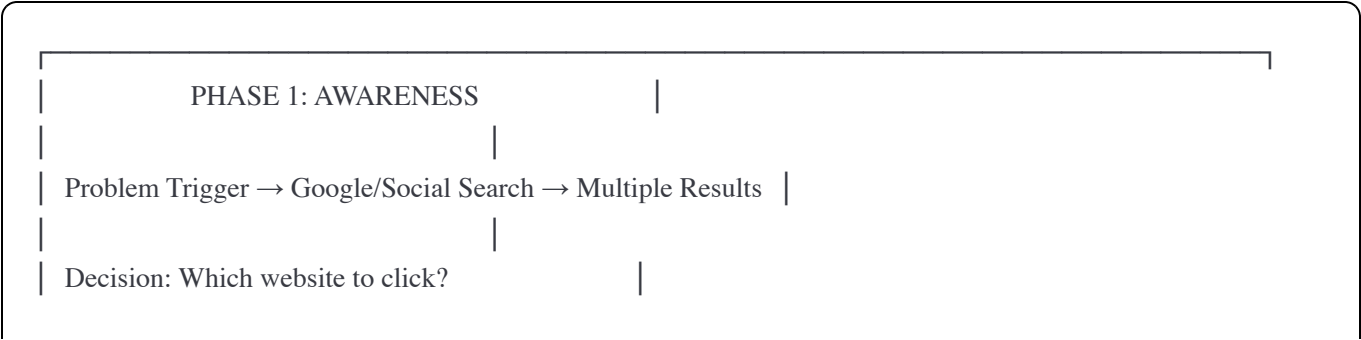
No pressure either way!

- [Your Name]

- If still no reply → Move on, stay friendly for future



**COMPLETE USER FLOW SUMMARY**



Key Factor: Price transparency + relevance	
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PHASE 2: EVALUATION	
Lands on Homepage → 3-8 sec first impression	
↓	
STAY or BOUNCE?	
↓	
[STAYS] → Quick scan (30 sec)	
↓	
Reads problem section → Feels understood	
↓	
Checks portfolio → Sees your work	
↓	
Reads about you → Builds trust	
↓	
Checks FAQ → Objections addressed	
↓	
Compares alternatives (5-15 min)	
↓	
Returns to your site → Best option	

↓

PHASE 3: DECISION	
Decides to contact	
↓	
Chooses contact method:	
• Schedule consultation (60%)	
• WhatsApp message (30%)	
• Email (10%)	
↓	
Books time / Sends message	
↓	
Receives confirmation	

↓

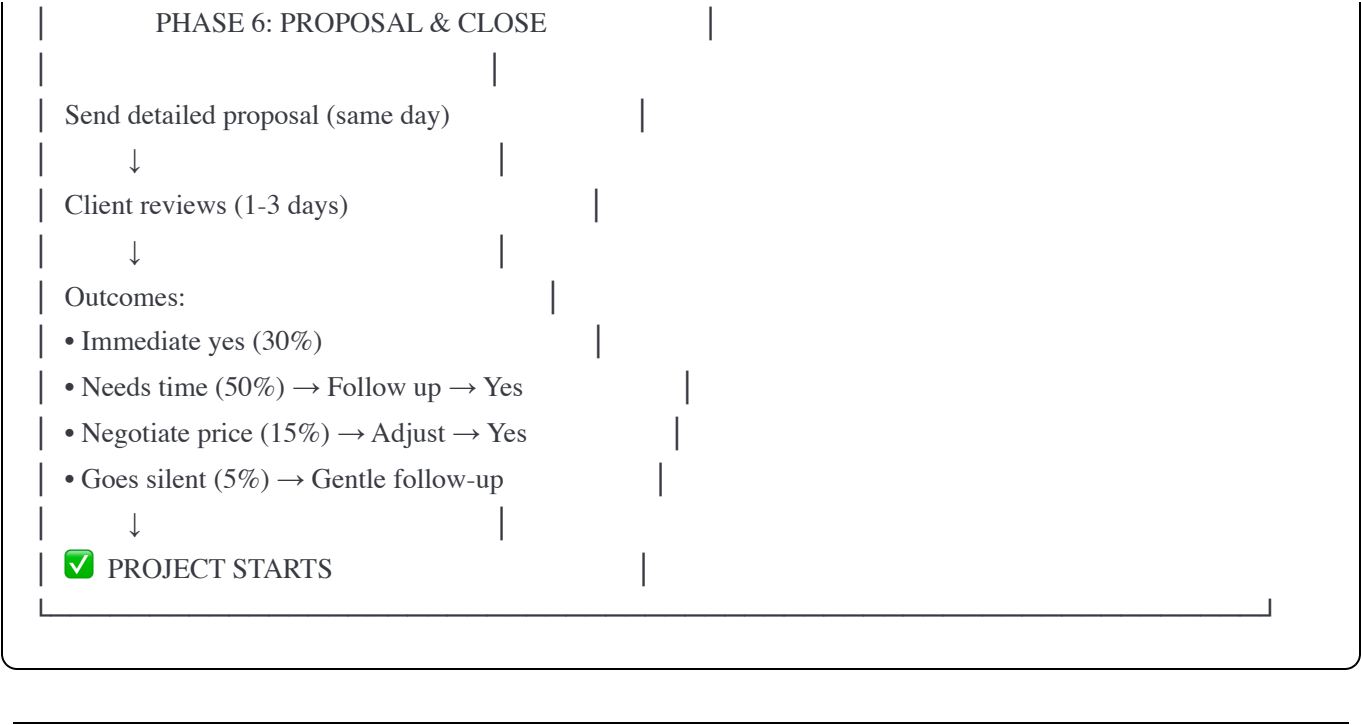
PHASE 4: PRE-CALL NURTURE	
Confirmation email → Calendar invite	
↓	
24hr reminder email	
↓	
1hr reminder notification	

↓

PHASE 5: CONSULTATION CALL	
Rapport building (2 min)	
↓	
Discovery questions (5 min)	
↓	
Understanding needs (5 min)	
↓	
Showing solutions (5 min)	
↓	
Addressing concerns (5 min)	
↓	
Pricing & next steps (3 min)	
↓	
Closing with clear action (2 min)	

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## KEY FRICTION POINTS & HOW TO REDUCE THEM

### Friction Point 1: First Impression (3-8 seconds)

**Risk:** Bounce rate **Solution:**

- Mobile-optimized (loads fast)
- Clear headline with benefit
- Price transparency above fold
- Professional but approachable design

### Friction Point 2: Trust/Credibility

**Risk:** "Is this person legit?" **Solution:**

- Real photo of you
- Detailed "About" section
- Honest about being new
- Show actual work (even just one project)
- Professional communication

### Friction Point 3: Decision Paralysis

**Risk:** Overwhelmed, leaves without acting **Solution:**

- Clear, simple CTAs (one primary action)
- Not too many options
- FAQ addresses all concerns
- Risk reversal (guarantee, free support)

### Friction Point 4: Contact Barrier

**Risk:** Too complicated to reach you **Solution:**

- Multiple contact methods
- Easy scheduling (Calendly)
- Fast response to WhatsApp/email
- No barriers (no payment required to talk)

### Friction Point 5: Post-Call Delay

**Risk:** Loses momentum, goes with competitor **Solution:**

- Send proposal same day
- Keep momentum going

- Clear next steps
- Gentle follow-ups

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## OPTIMIZATION OPPORTUNITIES

### A/B Tests to Run:

1. **CTA Button Text:** "Schedule Free Consultation" vs "Get Free Website Audit" vs "Let's Talk"
2. **Pricing Display:** Show prices vs "Starting at ₪X" vs "Contact for quote"
3. **Hero Image:** Photo of you vs project mockups vs video
4. **Headline:** Benefit-focused vs problem-focused vs direct
5. **Contact Method:** Prominent phone vs prominent calendar vs prominent WhatsApp

### Tracking & Analytics:

#### Key Metrics:

- Time to first CTA click
- Scroll depth (do they reach FAQ?)
- Which sections get most attention
- Booking conversion rate
- Which contact method used most
- Call-to-hire conversion rate

#### Goals:

- 3-7% of visitors book consultation
- 50%+ of consultations convert to projects
- Overall conversion: 2-4% visitor to paying client

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This user flow represents the reality of how most small business owners find and hire web developers. The key is removing friction at every step while building trust through transparency and professionalism.