

User Journey Map — Food Delivery Experience Redesign

Stage	Actions	Pain Points	Emotions	Opportunities
Browse Menu	Search for restaurants or cuisines	Too many options, hard to filter by preferences	 Confused	Smart filters, recommended items, favorites
Place Order	Add items to cart, apply coupons	Confusing combos, unclear promo codes	 Frustrated	Simplify cart, display discounts clearly
Checkout	Enter delivery address & payment	Multiple steps, payment errors, missing autofill	 Annoyed	Streamlined checkout, autofill, multiple payment options
Delivery Tracking	Monitor order status	ETA unclear, no real-time updates, delivery delays	 Anxious	Live tracking, push notifications, proactive delay alerts
Delivery Received	Receive food, check items	Incorrect or missing items, packaging issues	 Disappointed	Improve accuracy, confirm items before dispatch, better packaging
Feedback / Rating	Rate experience or leave feedback	Too many steps, low incentive	 Indifferent	Quick rating system, reward points for feedback