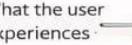
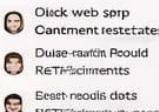


Order on the Go – Customer Journey Map

Scenario  USER		A USER discovers a restaurant, places an order, pay via Razorpay, receives delivery.				
Persona: USER (Customer ordering food) Secondary (indirect touchpoints): RESTAURANT, STAFF, ADMIN						
Entice Discovery & Attraction Stage)		Enter Account & Cart Initiation)	Engage Checkout & Payment	Exit (Checkout & Payment)	Extend Delivery & Completion	Extend Retention & Growth-
Step	What the user experiences: 	Goal (I Help me to find/with top priority.)	High - competition if payment fails	-High & envy if payment fails	Client to buyer (Rooted toivity)	
Step	Visits web app	Search for Art	Enter Ad. ↗	Exit ↘	Extend cart	
What the user experiences 		Visits web app	Help me quickly find food	Help me deliver correctly	High - Medium (Itpritmelt)	High - Medium (Holt)
Entice	Searches filters, dietary requirements	Search bar → AJBD) filterls, search hold. ↘	Cart icon → Pej filterls, search hold.	Home → Sectie Frould = Service	Same → Predict Results (moohts)	
Enter	Adds item to cart	Cart API update	Cart API update	SM2-modal → API	SM2-yrae-clctact	
What the user experiences 		Help the ané choices	Cart updates ireteset	Saare ime cort	Saxeemy et-picing	Simple login UI
METHODS	→-bopal= beverageaste	Slow API response	Imclevant rexarend,	Usaditari errors	OTP delay (nodešie)	
	Cart AP update	Cart hebaehd inettend)	Cart noart (uessity)	Slow recalulation	Spanis (fods nrøss)	
	Prompted to login/ register	Parremot suttustraces Freud funnity ſpaab)	Simple login UI	Troked login UI	OIT delay (hvitee)	
Fast homepage load Slow API responses		Smart ort updates Real-time pñormated (F-rated breene ailes)	Saved addresses Slow recalculatio	Validation errors Halben fees perception	Auto dieterst address Vite buchaveking (test-adamntrutes)	
KPIs	Ent-bæen address	Checkout summary	Engage ↗ API	Confirmation	Exit ↗	
What the user experiences 		Entarric address	Address API	Razorpay UI	Order.history API	
Emotion	High → Very High	High → High	High → High	High → Medium	High → Low	
2 Homepage bounce rate Search usage rate Front drent CTR. Sng time to first user add		<ul style="list-style-type: none"> Payment success rate Login success rate. Auth error rate 	<ul style="list-style-type: none"> Saved addresses Selectionprment Entert (pcluded JL) 	<ul style="list-style-type: none"> Saved-beercases Halben feesperception? 	<ul style="list-style-type: none"> Timsifern updates Not/feation delay 	<ul style="list-style-type: none"> Distunnt bretures Exclue emagnam Street mattes per order
Top 10 Prioritized Improvements		<ul style="list-style-type: none"> Homepage bounce rate Search usage rate Front drent CTR. Sng time to first user add 	<ul style="list-style-type: none"> Homepage bounce rate Search usage rate 	<ul style="list-style-type: none"> Login success rate. OTP delivery success 	<ul style="list-style-type: none"> Cart abartnes-nate Auth error rate. 	<ul style="list-style-type: none"> Lluch Scressore. Fban firement
Stage	Entice	Engage	Exit	Extend	Extend	
Homepage bounce rate Iajit: Search sturge rate. Menu detail CTR	<ul style="list-style-type: none"> Add-a-item to Cart-bill update Home/Onte 	Tocket address As port pñorrectes Crammerige currec Deusaa seros	<ul style="list-style-type: none"> Entere address, Lieare dit come strup Retene deverb Chert, aby 	<ul style="list-style-type: none"> Submit rating /ewen: Gomrt aid orces Eretoic onctes Dierant netend vs. 	<ul style="list-style-type: none"> Submit rating review Herorpay diuceésity Fletant adieusity 	
Stage	Top 10 Prioritized I lmpovements			Kpts		
Entice	<ul style="list-style-type: none"> Traffic → Menu CTR → Cart Add Rate Login success % Cart abandonment % Payment success % Real-time-order updates (WebSocket) 			<ul style="list-style-type: none"> Review-GP (dilect) Payment Sttus (barty UI) Real-time-order updates hwebsites Outer entice-breakdown (L-Mojo) 		
		<ul style="list-style-type: none"> Traffic → Menu CTR → Cart Order status %, Learn P.E. M Payment success % (necessed) Fresanti-ceeariens spao,p andite 				

