

User journey map

Persona: Adam Taylor

Goal: a quick and easy way to have coffee prepared ahead of time for pick up

Action	Select branch	Browse menu	Place order	Pick up order
Task list	A. Looks for nearest coffee branch B. Selects nearest coffee branch	A. Browse menu items B. Selects coffee	A. Selects pick-up option B. Makes payment C. Order confirmed	A. Drives to coffee shop B. Picks-up order C. Confirms order D. Goes to office
Feeling adjective	<ul style="list-style-type: none">• Annoyed at having to unput branch closet to area	<ul style="list-style-type: none">• Annoyed at having scroll through the menu items since he orders the same drink each time	<ul style="list-style-type: none">• Annoyed at having to verify payment method each time	<ul style="list-style-type: none">• Worried that coffee will be cold upon pick-up• Worried that coffee will not be ready upon pick-up
Improvement opportunities	<ul style="list-style-type: none">• Allow Geo-location to save the location of the user	<ul style="list-style-type: none">• Have the option to re-order	<ul style="list-style-type: none">• Save the users payment method and credit card details for future orders	<ul style="list-style-type: none">• Set the right exepectations: Inform user that coffee is ready and is being kept warm