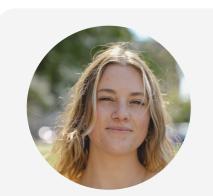
USER JOURNEY MAP / Happy Sunshine



JULIE ELLIS
"Wow, morning classes really makes me hungry!"

SCENARIO

Julie ended a morning class and is craving fresh comfort food. Julie is a returning app user.

GOALS & EXPECTATIONS

- To satisfy her comfort food cravings
- To not spend too much money on food
- Having fresh food to grab and go

STAGES

STAGE 1

STAGE 2

STAGE 3

STAGE 4

STAGE 5

GOALS

Just finished class, she wants to eat comfort food from her favorite food truck Wants to find her favorite menu item, the hashbrown bacon egg and cheese Wants to order ahead the hashbrown bacon egg and cheese

Walks from her class to Happy Sunshine to pick up and pay for her order

Waits for a few minutes until her food is ready

ACTIONS

- Opens Happy Sunshine App
- 2. As she is already logged in, she starts a new online order.
- 3. She lands on the menu screen
- egg and cheese on the menu page
- 2. Clicks on the hashbrown egg and cheese to open the product detail page

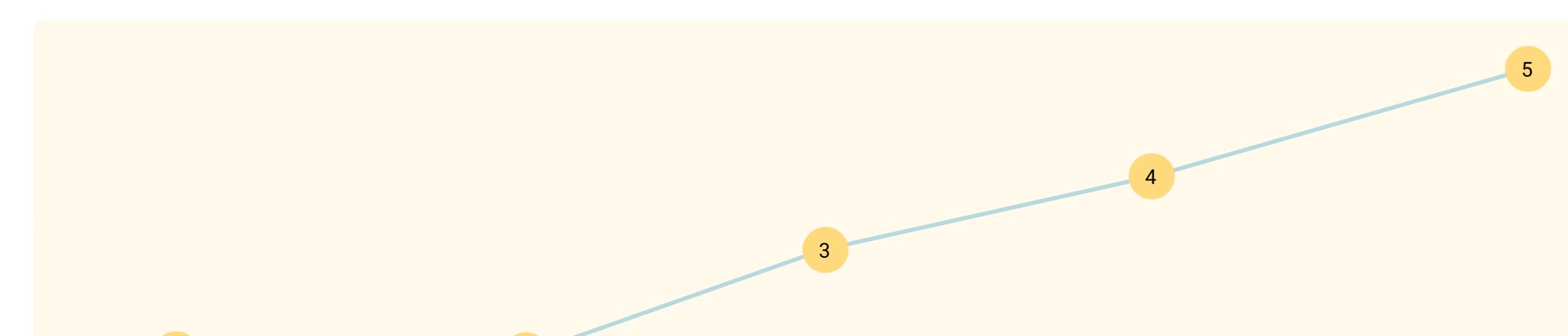
1. Searches for hashbrown

- 3. Customizes ingredients in menu item
- 1. Adds order to cart
- 2. Schedules order to be picked up 15 minutes from ordering time
- 3. Submits order
- Looks at the hours/ location information to double check
- 2. Reviews confirmation to see time
- 3. Starts physically walking to truck
- 1. Plays the happy sunshine game while waiting
- 2. Picks up her food when her order is called out
- 3. Leaves with her food once she pays









THOUGHTS

- 1. User is thinking about what they want to eat.
- 2. User is thinking about how to find the items she wants.
- specific item in the menu2. The user is thinking of what ways to customize

1. Overwhelming amount of

2. The ability to customize

items may be limited

1. She is looking for a

her order

menu items

- stomize
 - User doesn't know how far away she is from the truck, doesn't know when to

1. User is finalizing her

item

to the truck

decision to order the menu

2. User is thinking about how

long it'll take to commute

2. May not be a confirmation after submitting her order

schedule pickup time

- 1. User wonders if her order is ready to be picked up
- 2. She thinks and checks her order to see how much cash she needs to bring out to pay for the food
- 1. The user has to take action to recall and check their order price
- She waits for a text saying her food is ready, but it may not appear even if she gets there on time
- The food is taking longer than expected
- 2. The user wonders if she should play the game on the app to pass time

1. The food isn't ready yet

2. She needs to pass time

her order

while she waits to pick up

PAIN POINTS

- 1. Frustraitions would include not being remembered as a user on the app.
- 2. Visability/ease of menu is an obstacle.

Interested, Hungry

Annoyed

Excited

Curious

Нарру

EMOTIONS

1. Oppertunity to explore menu options

- 2. Oppertunity to view past order / reorder
- 3. oppertunity to logout / view account

1. Opportunity to try a new item

- 2. Opportunity to show favorite items on menu page
- 3. Opportunity to search by food type

1. Opportunity to delete or add more items to her cart

- 2. Opportunity to reduce wait time by scheduling ahead
- 3. Opportunity to see the total cost of her purchase

1. Oppertunity to cancel order/edit order

- 2. Oppertunity to play the game!
- 3. Oppertunity to order get rewards scanner ready
- 1. Oppertunity to win rewards by playing game!
- 2. Oppertunity to view merchandise.
- 3. Oppertunity to scan rewards card at pickup.

OPPORTUNITIES