

## User journey map



**Emily Ramirez**

- 35 years old
- Single mom
- Works full time
- Has two kids, 8 and 5



	Awareness	Consideration	Purchase	Post-Purchase
Tasks	<ul style="list-style-type: none"> <li>Noticed that the pantry needs to be restocked.</li> <li>Saw an ad on tv for Greenleaf and remembered liking the in-store experience.</li> <li>Tried to pull it up on her phone but could not get it to load.</li> </ul>	<ul style="list-style-type: none"> <li>At work the next day, decided to check out the Greenleaf website.</li> <li>Tries to add some groceries to her cart, with the hopes they would be delivered that evening, but the site is confusing her.</li> <li>Forgot her grocery list at home.</li> </ul>	<ul style="list-style-type: none"> <li>Thought she chose home delivery when checking out online, accidentally chose in-store pickup.</li> <li>Can't figure out how to change the order preference online.</li> <li>Tried to call the store but it was too late.</li> <li>Had to go to the store to pick up her groceries before getting the kids from after school care.</li> <li>The people in store were kind, which helped smooth over the situation.</li> </ul>	<ul style="list-style-type: none"> <li>Happy with her purchases though she felt like it was more expensive than she realized</li> <li>Can't find the receipt from the store and can't seem to locate it on the website</li> </ul>
Touchpoints	<div>TV ad</div> <div>Mobile phone</div>	<div>Website</div>	<div>Website</div> <div>Store</div> <div>Mobile phone</div>	<div>Website</div> <div>Home</div>
Pain points	<div>The website doesn't work on her phone</div>	<div>I can't remember what I need</div> <div>The website is confusing</div>	<div>The website is slow</div> <div>I am too busy to go to the store</div>	<div>I can't find my receipt</div>
Emotion	<div>Interested</div>	<div>Confused</div>	<div>Aggravated</div>	<div>Busy</div> <div>Annoyed</div>
Opportunities	<ul style="list-style-type: none"> <li>Create a website that loads on multiple devices</li> <li>Make it easy to remember grocery selections between sessions</li> </ul>	<ul style="list-style-type: none"> <li>Speed up the website</li> <li>Make it easier to set and adjust item quantities in the cart</li> </ul>	<ul style="list-style-type: none"> <li>Make it clear when a guest is choosing in store pickup or delivery</li> <li>Allow guests to change to delivery after ordering</li> </ul>	<ul style="list-style-type: none"> <li>Email receipts</li> <li>Allow guests to sign in and view their purchases on the site</li> </ul>