**Task 3: Building a customer journey map**

Submit your responses in the template below:

**1. Awareness**

* **User Actions:**
  + **Sees an online ad or hears from a friend about the grocery platform.**
  + **Clicks a link from social media, a parenting group, or a local senior newsletter.**
  + **Searches Google for “easy grocery delivery” or “online groceries near me.”**
  + **Visits homepage and skims key offerings like delivery speed, deals, or accessibility.**

**2. Consideration**

* **User Actions:**
  + **Compares features, prices, and delivery options with other grocery sites.**
  + **Reads user reviews or testimonials to assess reliability and ease of use.**
  + **Checks for discounts, accessibility features (like large text or voice search), and mobile friendliness.**
  + **Clicks around the homepage or FAQs to learn more before deciding to try the service.**

**3. Login/Signup**

* **User Actions:**
  + **Chooses to sign up via email, phone number, or third-party login (Google, Facebook).**
  + **Fills out a short form, possibly skipping optional fields like address for now.**
  + **Verifies identity through an email or SMS confirmation.**
  + **Elderly users may pause to ask for help; younger users expect this step to be fast and seamless.**

**4. Browsing Products**

* **User Actions:**
  + **Uses search or filter options to find specific items like “organic milk” or “diabetic-friendly snacks.”**
  + **Scrolls through categories or curated bundles (e.g., “Essentials,” “Back-to-school lunch items”).**
  + **Adds items to cart while checking nutritional info, ratings, or availability.**
  + **Switches between mobile and desktop or saves items for later.**

**5. Cart & Checkout**

* **User Actions:**
  + **Reviews selected items for price, quantity, and delivery date.**
  + **Applies promo codes or loyalty points (if available).**
  + **Selects preferred delivery time and payment method.**
  + **Completes payment and receives a confirmation screen with order summary and tracking details.**
  + **May print receipt (elderly) or save to calendar (busy parent).**