## **User Journey Map**

## **Plastic** It's hard to carry lots of bags Trying to get my Opal card out is hard when my hands are full Stores near the station are really Bag route home while being able to trip home is painless" Determine fastest way home Travel with shopping Transfer on public transport Arriving home and unpacking too many bags so my "I try not to get carry all the shopping Determine the fastest GPS easy to access **Fransport** Public Scanning each item and then paying Service Desk Decide to go to self service or the service desk done as quickly as I is time consuming Queues at service desk Plastic bags used for single item People collide in entrance/exit can so I can leave" "I want to get this Scan items Might put items in plastic bag Pay using credit card or cash Quickly purchase the items Checkou and find the best way Carry items out of store to carry them Self Service Kiosk **Credit**Card Locate staff to seek assistance with locating items Find the items they are looking for ask for help Comparing products is not always "There's a metro store Find the desired items as quickly to drop in on the way especially in large stores Often there is no staff around to It can be difficult to locate items which makes it easy right near my work, SMS Choosing the right item home" as quickly as possible as possible Social Media easy Email Locate the closest/most convenient Working out what you to buy Tired from working all day, don't want to have to shop Have to call partner to see what you need Determine what they need to buy with short notice Jobile Pre Shopping GPS "I like to drop by the after I finish work" local Woolworths and the fastest travel method Locate the closest store ransport Public Travel to the store store • SMS Opportunities of Journey & Pain Points Technology Thoughts Actions Phases Goals User User User

Credits:
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