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MMP 240

User Journey/User flow

Carthago Events Management

**Target Users**

* Event Planners;
* Diplomatic Missions to the United Nations;
* Bridals;
* Baby Showers;
* Regular Customers for: Thanksgiving, Christmas, Ramadhan and Aid (for Muslim’s Celebration).

**User story**

Ms. Pineda Aura is the Ambassador’s Assistant needs to order Tunisian pastries for the National Day of Egypt. Carthago Event Management recently came to the Egypt Mission and presented the Tunisian products and had a degustation for the Ambassador and the diplomats. Therefore, Aura has to place an order.

As every Year, Egypt Mission will invite 500 people. It will take place at their Mission from 6 00 to 8 00 pm, in Manhattan.

Aura needs around 25 kg of Tunisian pastries. According to Carthago’s CEO, each 1 kg has around 60 pieces. Aura is thinking that each guest may taste 2 to 3 pieces. Therefore, 500 people x 3 pieces = 1500 pieces (=25 kg).

**Journey flow**

Aura is in her desk. She is going to the Carthago Events Management’s website.

Now she is on the homepage looking to place the order.

She has to **sign in** for the first time as a customer and she has to create the account.

Amelia is looking to the Home page to have an idea for the possibilities of the order. Carthago is offering different packaging as well as they offer the possibility to customize the products.

To understand better the different kind of pastries as it is the first time to buy from this vendor, Aura took her time and visit the home page, where they have different links such as:

* the Traditional Pastries;
* the Elegance Pastries;
* the signature Pastries;
* Wedding and Receptions;
* Discovery Assortments;
* And Gift Boxes.

She can find all kind of Tunisian pastries. Then, she moved to the Weddings and Receptions.

After knowing what kind of pastries she was buying, she moved to form page, where she had to place the order according to the number of the attendance and the number of pastries for each guest.

She filled the form. Therefore, she had to push on the button payment to make the payment. She was directed to another payment where she had to use the Bankcard.

Finally, she was done. She printed the order for the record and sent her boss and the account an email with the order’s attachment.