FINAL EXPERIENCE JOURNEY MAP

SCENARIO

Persona 1 is an eco-conscious shopper with a gluten intolerance and a strict budget. They want to buy eco-friendly, gluten-free products to make substitutions to a meal they found on TikTok and, hopefully, share it with their roommate.

	Anticipation How does one initially become aware of this process?			Participation In the core moments in the process, what happens?				Reflection What was someone's impression of the experience?	
Stages	Discovery	Onboarding	Arrive at grocery store	Opening app	Scanning products	Comparing products	Making purchases	Exploring other features of the app	Recommending app to friends and family
Moments	Noticing ad on Instagram and is intrigued	Signing Up for App	Overwhelmed by options and curious about how this app can help	Realizing impact of current purchases	Discovering Eco-Friendly Alternatives	Exploring Sustainable Options		Reflecting on Newfound Products	Sharing Achievements and Impact
KPIs – Behavioral	Views on App Store vs. downloads	Engagement with ads	Logins: Unique User vs. Repeat User	Error rate scanning products	Count of new products bookmarked			Time spent in Education Hub	Frequency of sharing via different mediums (text, Instagram, etc.)	Portion of users who share referral link
KPIs – Attitudinal	CSAT with Sign-Up			CSAT with product options provided	Usability Scale			Overall Satisfaction (OSAT)	Net Promoter Score (NPS)
Emotions	🤔	😕	😟	🤔	🤓			😯	🤗
Touchpoints	Liked Company Ad on Instagram	Searching App Store	Download app	Entering personal information on sign up page	Prioritization Survey / Questionnaire	Grocery store entry triggers reminder to check for impact	Scan potential purchases	Product page instant feedback to show factors of impact	App makes alternative suggestions based on user criteria	Education Hub: to help users make informed choices, the app offers an educational section.	Review virtual shopping cart / saved items page	Personalized Insights Page	Social Media and Text Sharing	Badges and Rewards
Channels	**Social Media** See advertisement for the app	**App** Download app Entering personal info on sign up page Survey / Questionnaire to determine priorities	**Email** Sign up verification	**Push Notification** Geolocation feature	**App & Smarphone Camera** Scanning products			**App** Track achievements and saved products	**Text** Branded text to send to friends / family	**Social Media** Share enthusiasm and tag company	**Push Notification** New badge / achievement alert
Motives and Goals	Goal is to ensure products are gluten-free and budget-friendly. Ideally, they are eco-friendly too!			Help me see my choices and product impact	Instant suggestions for alternatives Help me find the product I can buy *right now*	Trying to find the best selection from all these options Comparing the pros and cons of different products		Completing the monetary transaction for the good	Curiosity about what else the app has to offer	Wanting others to have a similar experience
Thoughts – Positive Thoughts	"This app has an easy onboarding process and it's simple to add my criteria"			"I was able to locate the product aisle I want thanks to the Target app helping me navigating in the local store"	"The scanning feature is really help and easy"	"Wow there are so many options here from so many different brands"	"I'm glad there are so many options that are better alternatives."	"I was in and out of that store fast"	"Wow that was surprisingly useful, I'm curious to see what else this app has to offer."	"This app has so many additional features I wasn't aware of! Maybe I'll use this next time I go to Walgreens to help me pick a new shampoo."	"My mom seemed excited to try out the app"	"This was such a great experience, I want others to have the same experience"
Thoughts – Negative Thoughts	"Sometimes apps are more frustrating and confusing than they are helpful...I'm not sure how this one will turn out."			"It's frustrating to arrive here unsure of if I'll find the product(s) I need." "How am I supposed to figure out which option is best for me?"	"That option was a little more expensive than I had hoped" "Even though I know which aisle, I couldn't find the product quickly from the shelves"	"It's frustrating that my original flour didn't check my boxes. Now there are so many other options..." "Are all of these options even in this store? I need to cook this tonight."	"Hmm all these options might get a little overwhleming...how can I be sure this app will be helpful in a different context?"		"I had a hard time describing the app to my friends"		