

JOURNEY MAP

Persona: Abby Martin

Goal: Order a cake for her son's birthday party.



Action	Abby goes to the grocery store to order a cake for her son	Abby reviews the cake catalogue and fills out the order form	Submits her order	Abby returns to the store to pick-up her cake	Abby pays for the cake	Abby serves the cake at the birthday party
Task List	<ol style="list-style-type: none"> 1. She locates the bakery 2. She starts browsing through the cake designs that her local grocery store has in their catalogue 	<ol style="list-style-type: none"> 3. As she looks through the catalogue she is disappointed that they don't offer a cake in the theme of her son's party 4. She settles on a basketball cake because her son loves basketball 5. She starts to fill out the form with her contact info 6. She selects her cake filling 7. She selects her cake flavor 8. She selects her frosting 9. She requests that the cake say, "Happy 4th Birthday Sean!" in print 	<ol style="list-style-type: none"> 10. She submits the request to the baker and keeps her piece of the order slip 11. She schedules her pick-up for the day of the party 12. She goes home 	<ol style="list-style-type: none"> 13. Abby arrives on the day of her sons party to pick-up the cake but there's a problem. She filled in the wrong date on the order form. She put the correct day of the week but the wrong date. 14. She cancels her order and selects a pre-made cake that they already had prepared 15. The baker offers to add. "Happy 4th Birthday Sean!" to the cake at no charge because of the misunderstand 16. She shops for a few minutes will the baker inscribes the cake 17. She returns after a few minutes and the cake is ready to go 	<ol style="list-style-type: none"> 18. Abby takes the cake and a barcode order slip that the baker gave her up to the register 19. She waits in line for several minutes holding the cake wishing she got a cart 20. She pays for her order 21. She takes the cake out to her car and puts it in the back 	<ol style="list-style-type: none"> 22. Once she gets home she stores it in the fridge until it is time to sing and light the candles 23. But she realizes she forgot birthday candles so they improvise with a regular candle
Feeling	<ul style="list-style-type: none"> Excited that she found the bakery and was able to find the cake order form She wonders how many people have touched the catalogue and hopes that she doesn't contract covid-19 	<ul style="list-style-type: none"> Disappointed that they don't have the cake in the theme she was hoping for 	<ul style="list-style-type: none"> Annoyed that she can't pay now instead of when she picks up her order because she knows she will be in a rush on party day Concerned that she will lose her order slip with her cake info 	<ul style="list-style-type: none"> She is furious that the cake isn't ready She feels relieved when she finds another cake that will work for the party already made She feels grateful when the baker offers to inscribe the cake at no charge 	<ul style="list-style-type: none"> Happy that everything worked out but also anxious about everything she has to do before the party starts 	<ul style="list-style-type: none"> Happy to celebrate and serve the cake to her kids and family Upset she forgot to get candles
Improvement Opportunities	<ul style="list-style-type: none"> Create an online tool that would allow her to order anytime, anywhere 	<ul style="list-style-type: none"> Allow for custom requests with a form fill in option. 	<ul style="list-style-type: none"> Allow for pre-payment of standard orders and fill in payment information for custom orders. When the total for custom orders is determined confirm the order via email ahead of time Keep record of orders in-progress online Order confirmation emails and/or texts Offer delivery so she doesn't have to pick-up 	<ul style="list-style-type: none"> Include a date picker on the order form to ensure that an incorrect date cannot be selected 	<ul style="list-style-type: none"> Cake delivery Online ordering system 	<ul style="list-style-type: none"> Offer birthday candles, serving tools, and matches/lighters