JOURNEY MAP

Persona: Tammy Burrows
Goal: Order a custom cake for her anniversary that matches the top-tier of her wedding cake.

Action	Tammy calls several cake places before finding a place that could recreate the top tier of her wedding cake	Tammy goes to the bakery with a photo of her wedding cake to place her order	Tammy schedules her pick-up and pays for her cake	Tammy returns to pick-up her cake on the day of her anniversary	Tammy transports the cake home & puts it in the fridge.
Task List	1. searches for "custom cakes near me" in her browser 2. Looks at several bakery reviews and decides to call the first one on the list 3. The bakery she called first was fully booked and wasn't able to accept her order 4. The next bakery on the list said that she could place an order but she would need to come in and order it in person	1. Tammy prints out a picture of her wedding cake to show the baker 2. When she arrives she talks to the baker and confirms that they would be able to recreate the top-tier of her wedding cake 3. Tammy fills out the order form with her name, phone number, and email address. 4. Tammy then fills out the size, cake flavor, the filling flavor, the type of frosting, and the frosting flavor. 5. Tammy isn't sure what to write for the cake decoration and asks the baker. 6. The baker is able to fill out the rest of the form based on the photo she brought in.	7. Tammy fills out the order pick-up date and time. 8. She pays for her cake and puts a reminder in her phone to pick it up.	9. On the day of she heads into the bakery and tells the person at the register that she was there to pick up an order for Tammy Burrows 10. The person at the front desk disappears into the back for a moment and returns with the cake in a brown box. 11. Tammy opens the box to ensure she is picking up the right cake. She confirms that it is the right cake and thanks the person at the front desk. 12. She carries the cake out to her car and puts it in the trunk hoping that it would get ruined in there.	13. Removes cake from the trunk of her car 14. She clears a refrigerator shelf to put the cake on 15. She puts the cake in the fridge until her and her husband are ready to eat it
Feeling	▪ Annoyed that the first bakery isn't able to accept her order ▪ Annoyed that she has to go into the bakery to place her order	▪ Anxious about ordering the cake hoping it will turn out like her original wedding cake ▪ Unsure about the options she is selecting	▪ Hopeful that she doesn't forget her order ▪ Excited to pick-up the cake later	▪ Worried that she is going to ruin the cake on the way home	▪ Annoyed that the fridge is so cramped
Improvement Opportunities	▪ Creating an online tool would allow Tammy to order her cake anytime, anywhere.	▪ Provide descriptions and/or images of example cakes to show what options are available	▪ Provide text and/or email updates and reminders about her order	▪ Provide a delivery service and/or better packaging	▪ She could have the cake delivered at a specific time so that she doesn't have to put it in the fridge.