



# User Journey Map

## Persona: Mathilde Langevin

Goal : A fast and easy way to order cakes for delivery

- Order cakes quickly and easily
- Order arrived on time
- Order successfull

### Action

Get the app

Browse the menu

Place the order

Complete the order

Pickup Order

### Task List

**Task List**  
  
A.Download the app  
B.Register new account  
C.Sign in to account



**Task List**  
  
A.Browse the cake menu available  
B.Choose the desired cake and choose a variation  
C.Add the desired cake to the cart



**Task List**  
  
A.Go to the cart  
B.Continue to order cakes  
C.Choose a pickup method  
D.Choose a payment method  
E.Choose an address  
F.Confirm the order is correct  
F.Order cake



**Task List**  
  
A.Payment verification  
B.Go to status page


**Task List**  
  
A.waiting for orders by delivery on the status page  
C.Take the order  
D.Order completed


### Feeling Adjective

**Feeling Adjective**  
  
A.Excited to order the cake  
B.A bit dizzy in the login flow  
 

**Feeling Adjective**  
  
A.Happy because there are so many choices of cakes and variations but there are not many illustrations  
B.easy to add menu to cart  
 

**Feeling Adjective**  
  
A.Satisfied because of the many choices of options  
B.The layout is too complicated  
 

**Feeling Adjective**  
  
A.Happy to have reached the payment menu  
B.Interested because the order information is clear and informative  


**Feeling Adjective**  
  
A.Excitedly waiting for the order to come  
B.A bit curious about the delivery process  


### Improve Opportunities

**Improve Opportunities**  
  
1.Offer promos and discounts  
2.Add Sign in via OAuth

**Improve Opportunities**  
  
1.Add a slider to the cake illustration

**Improve Opportunities**  
  
1.Added multiple options for payment  
2.Make the layout simple

**Improve Opportunities**  
  
1.Added a successful payment notification

**Improve Opportunities**  
  
1.Add order status information page  
2.Adding product reviews from customers