

Sarah: Suburban mom

PHASES OF JOURNEY

ACTIVITY TOUCH POINTS



THOUGHTS + EMOTIONAL EXPERIENCE



GOALS & MOTIVATIONS



Orders groceries at home

Selects order online

Ops to pick it up at the store

Shops in store

Forgets to order item

Parks car and enters store

Navigates store, searches for price, assistance

Checkout

Finds cashier

Waits in line to pay

Carries items to her car



Where can I find a spot?

Forgot - I need Windex!



I have no idea where to find Windex.



Can't find the price



Is there someone who can help me?



Slow line - I hope I don't get stuck in traffic



Where's my credit card?



Uch, it's raining! And I have to carry my stuff out while placing my son in the car!



> Orders groceries online, as usual.

> Won't be home to accept delivery.

> Parks, takes toddler out of the car, finds a shopping cart and places him in

> Stops in to purchase necessary items
(> Trying to find what she needs and price for each item

> Tries to find someone who could help

> Waits on line for checkout. Only one register is open. Sarah is getting nervous that she'll be late

> Searches for her credit card to pay while her toddler son starts crying.

> Has her items packed up, takes to her car in the cart. Starts to rain. Places her son in the car, then places groceries in