

Customer Journey Map

Placing an Order on Shipt



Justin Miller

Busy Single Dad

Justin wants to save time so he can focus on his boys and not waste time grocery shopping.

Scenario: Justin wants to order a load of Trader Joes groceries from Shipt.

Expectations

- Easily find grocery products he is looking for
- Schedule a quick delivery

Phase 1

1. Downloads Shipt
2. Opens the app
3. Has users guide to use Shipt - can skip if desired

- Happy and excited that Shipt delivers Trader Joe's
- Glad that user guide is an option

Phase 2

4. Before ordering, pop-up shows to sign in, sign up, or continue as guest
5. After continuing as guest, prompted to add address or current location

- Relieved that he doesn't have to commit to the app

Phase 3

6. After entering address, there is a list of stores to choose from near the user's area

- Confused because he can't search for other stores that are not listed near his area- he is stuck based on his address

Phase 4

7. Decides to choose target since it has most items he can choose from that he needs

- Feels constrained because he doesn't have freedom to choose the store he needs

Phase 5

8. Searches toilet paper on search bar and adds to cart

- Enthusiastic that he can see the prices right away and add them to cart

Phase 6

9. Clicks cart icon and clicks checkout
10. Prompts to sign up or sign in

- Frustrated because he wants to continue as guest so ABANDONS CART



HMW offer stores based on location, but allow users to see all options?

HMW allow users to navigate all store options based on their needs?

HMW allow users to checkout and explore the app without having to create an account?