User journey map

Steps *What is each step of the user journey?*	Preparation before leave home	Go to stores	Grocery shopping in store	Back to home	Store and place groceries
Actions *What action does the user take during each step?*	Put essential staff to the carry-on bag: keys, transit passes, money and changes, umbrellas Make a to-do list: list want need to buy Tell/messenger family where will go Look door Check weather report Chose shoes and outerwear	Walk to the closer supermarket Take a bus if it is raining Remember wayfinding signs and routes	Take out buy list Find items based on the list Ask shopping assistants for items that can't find Find a counter Carry items Check expire date of the item Find price tags and promotions Check level of health or ingredient of the food	Recall the route that came to the supermarket Ask passengers for help if can't remember the route back home Carry heavy bags or items Find an optimal route back home if have other destinations	Open doors Place and store various items to cabinets and frig Boil water for medi Take off shoes and outerwear Place umbrellas Prepare food and ingredient for cooking lunch
Goals & experiences *What is the user trying to accomplish?*	Make sure everything is ready and prepared well when leaving home to reduce anxious when outside of home or in unfamiliar places	Make sure walk on a correct route Track correct way to back home Make sure the route is safety and won't take a lot of energy. Friendly to knees.	Make sure taking everything on the buy-list Make sure items are correct based on the list	Back home safety Find an optimal route back home if have other destinations	Place groceries to the correct place Remember the location of items Remember the expire date of fresh food
Feelings and thoughts	"I used to be a good speller. Now I need to look up dictionary all the time" "I know what I need to buy, and I've packed all the essentials. Just need to lock the door and I'm ready to go." "If I lose my memory for a longer time, will I really get lost on the way?" "I was overwhelmed by the items in the supermarket. My brain can't process them all." "If there are staffs who can guide me to find products, it will make my shopping experience more convenient" "Finally finished the shopping, but the things in my hands are a bit heavy. I hope I can rest properly once I get home." "Having experienced the journey there, the way back will be much easier." "I've been to the supermarket, and I'm already feeling a bit tired." "Clearly I just put down the apple, why suddenly I can't find it?"				
Pain points *What's not working well? What causes friction?* *How many people does this affect? On a scale of 'nuisance to show-stopper', how bad is this pain?*	1. Forget the time leave home 2. Forget the place where I put keys, bags, and other belongings. 3. Forget what need to buy 4. Forget to check weather before leaving home 5. Hard to choose correct clothes according to the weather 6. Forget to tell family members I go out of home 7. Forget to turn of stove or electricity	1. Check real-time traffic 2. Check bus/subway schedule 3. Walk on the correct path 4. Watch out traffic light 5. Watch out roadblocks	1. Don't know where the item I want to buy is in the market 2. Can't remember what I need to buy 3. Hard to find a shopping assistant 4. Can't to find daily or weekly promotion in the market 5. But recent expired food or items mistakenly 6. Can't count the total price fast to see whether exceed bugets	1. No free hands to carry more staffs when finishing shopping 2. Feel anxious when make digital payment where there is a long line wait behind 3. Slowly call a taxi or family when the weather suddenly changed 4. Suddenly forget the route back home	1. Forget the place for certain category 2. Forget the expire date of certain fresh food or short storage groceries 3. Forget to wear off shoes 4. Forget to put belongings back to original places 5. Forget where ingredients or food are stored
Opportunities *How might we address these pain points? How big is the opportunity if correct this pain point?* *What are new ways to serve this person?*	1. Set daily reminder at scheduled time 2. Broadcast weather and clothes recommendation 3. Log to-do list 4. Automatically send notification to guardian when leaving home raider	1. Search destination address and show real-time navigation on the AR glasses 2. Automatically record the user's frequently visited places and walking habits, and generate personalized recommended routes 3. Virtual assistants not only provide navigation, but also interact with users through friendly voices, reducing the loneliness of walking alone 4. Combine geographic location and time to intelligently remind users of regular activities	1. Show promotion of selected shopping places or markets on the smartphone 2. Show price on the glass when user put the item in front of glass and scan it 3. Locate counter and exit when voice ask for help from glass 4. Scan items on glass to mark buy list to completed and broadcast remaining items before go to counter	1. Automatically start navigation when step out supermarket or the last coming place when leaving it 2. Provide family members with visual safety reports, including the user's daily travel habits and activity range 3. Provide a "successful task completion" feedback mechanism to enhance user confidence through encouraging statements and data (such as step count records, route completion rate) 4. Provide offline navigation mode and low-battery optimization solutions for situations where users may not be familiar with the network or device power usage	1. Scan item on the AR glass/smart phone when place/store it at certain place at home 2. Broadcast and reminder putting belongings back to original place 3. Show and locate finding item that stored at home