Purpose:

To understand how urban consumers like Crystal currently buy vegetables for special occasions such as festivals. This journey map highlights challenges faced in quality, planning, and convenience - helping us identify opportunities for better grocery solutions in the future.



Crystal, 23

Scenario

Crystal, a 27-year-old account manager at an IT company, is planning a small gathering for an upcoming festival. She wants to buy a larger quantity of vegetables, enough for 8–10 people. With her tight work schedule, she is unsure whether to go to a crowded local market or rely on grocery apps, where the prices are high and the quality is unpredictable.

schedule grocery shopping

quantity, and freshness info

Goal

To get fresh, good-quality vegetables at the right time and price, without compromising her work schedule or the festive meal.

sellers

Expectations

- 1. Freshness and quantity availability
- 2. Convenient and stress-free process
- 3. Reasonable prices
- 4. Delivery on time or flexibility to pick up if needed

freshness guarantee

5. No need to revisit the market/app multiple times

IDENTIFICATION ORDERING RECEIVING THE D... COOKING AND S... EXPLORING STA GES 18. Uses the remaining 14. Receives delivery 10. Tries to place a bulk order 1. Realizes she'll need a lot of 6. Looks at grocery delivery 15. Checks and inspects food and vegetables for cooking on the 11. Finds that many apps don't vegetables for guests in 10 apps first. their quality festival day. allow good discounts on days. 7. Finds high prices, inconsistent 19. Wishes everything had been 16. Find some items fine but other large quantity selection 2. Starts thinking about when quality. easier and fresher. easily. and where to buy everything. 8. Considers visiting the local 17. Through some amount of 20. Also wishes she would have 12. After looking for coupons market after work/weekend product like coriander and gone to the market to buy and offer she finds one but realize she has a tight potatoes and onions as they herself. minimal discount and **ACTIONS** schedule were not that fresh and good booked order. quality I got my delivery. Lets start I don't know where to go I Its ok, at least I cooking am expected alot of guest cooked for nearly in a week I need to... them somehow. I I want to buy in wish it could be Not bulk shouldn't I be It will be better if I more easy an... everything is I feel lost. getting some di... directly go to local fresh. Very Why isn't market. Ah! but I need **EMOTION** disappointing. this to go to work and So many apps but no I need to information I wish i then need to work... proper discounts for manage easier to fi.. should have bulk orders. If I go to t ... somehow w.. gone to th. Confused, helples, Frustrated. Annoyed, overwhelmed Let down Regretfu disappointed disappointed Unsure when and where to buy Too many apps, unclear quality, Wishes for more convenience; **PAIN POIN** Unfresh or bruised items; in bulk; doesn't want last-minute Limited delivery slots, no bulk high prices; no easy way to stressed about freshness on the missing products; no easy way stress options compare options big day to return or report Introduce planning tools and Promote loyalty tools: "festival Simplify the discovery Offer feedback, easy reordering, Enable bulk order visibility, price-**OPPORTUN** gentle reminders to help experience; show clear prices, and freshness tracking from packs," repeat scheduling, locking features