

**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.

**Goal**

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

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

