MarcelNuñez
Designer, UX/UI

Pet**Lov**

Pet Food Delivery App

User Journey

Persona: **Fuad Ortiz**

Goal: Find a quick and simple way to buy food for his cat with his busy life

Action	Realizes he has to buy Cat food	Searches in social media for an online startup store	Searches an specific brand and specific offer	Texts with the store owner and sets up a schedule	Gets his order
Task List	**A-** Decides if buying on store or online **B-** Checks pros and cons of both	**A-** Searches in Facebook and Instagram pet food stores **B-** Checks reviews, comments and brand	**A-** Looks for price **B-** Looks for brand **C-** Looks for comments on said brand **D-** Compares offers **E-** Checks post date	**A-** Waits for the owner to respond **B-** If it's available, he will schedule the order depending on location and stock	**A-** Waits a day or maybe two **B-** Has to make sure to appoint an available specific time
Feeling Adjective	● Concerned ● Confused	● Confused ● Indecisive ● Tired ● Fed up	● A little anxious ● Curious	● Alert ● Anxious	● Angry ● Discouraged
Improvement Opportunities	● Offer choices based on pet ● Offer clearly pet based alternative using visual and written semantics	● Link up alternatives within an app making an automated price comparison system ● Make alerts and notification for price changes	● Filter by brand ● Filter by most buyed most searched, price and reviews	● Pre made common questions and answers ● Transparent schedule system within the app	● App transaction fee for store owners ● "Outside your house" notification system