

DEFINE

User Journey Maps

End-to-end journeys with the emotional dip where users bail

Every step someone takes to get the job done — including the parts that happen outside the product. The emotional line across the journey is where the drop-offs are, and drop-offs are money.

PROJECT	PHASE	VERSION	PREPARED BY
Organic Life	Phase 1 — IA & UX Strategy	1.0	Tauseef Abbas

Two maps, three personas

Two journey maps are defined — one per primary path. Nargis follows Sadia's route with a proxy operator, and is covered as a variation on Map A rather than a third map, because the stages are identical and only the actor changes.

Each stage records situation, action, emotion and touchpoint, with pain points and opportunities called out where the evidence supports them. The emotional line across the journey is where the drop-offs are — and drop-offs are money.

MAP	PERSONA	SCENARIO
Map A	Sadia — 34, teacher, Roman Urdu	Morning knee stiffness for two weeks, seeking help
Map A (var.)	Nargis — 58, grandmother, proxy-operated	Same scenario, son operates the interface
Map B	Asad — 41, IT manager, English	Evaluating whether the platform is trustworthy enough to use seriously

Journey Map A — Sadia

SCENARIO · KNEE STIFFNESS, TWO WEEKS, THREE PRIOR DOCTOR VISITS

1

Trigger

Sees a friend share Organic Life on WhatsApp and taps the link. Already asked the family group and got mixed advice.

Emotion: mildly hopeful but sceptical — "probably another useless app"

Touchpoint: WhatsApp share link → mobile browser

2

First impression

Homepage loads with "What's been bothering you?" above an input field. She reads the question, sees the symptom chips, notices "Ghutne ka dard / Knee pain".

Emotion: slightly surprised — different from the usual "click here to browse"

Touchpoint: hero section

3

Engagement with Saad

Taps the knee pain chip. Saad responds in Roman Urdu within 2–3 seconds. She reads carefully.

Emotion: genuinely surprised — "yeh toh samajh ke baat kar raha hai"

Touchpoint: Saad's response card

4

Product discovery

Curaleaf and Ostrizen cards appear below the response. She reads both briefly, taps "Learn more" on Curaleaf.

Emotion: curious but cautious — "kitna paisa lagega"

Touchpoint: recommendation cards → product page

5

Order decision

Screenshots the conversation and sends it to her sister. Sister replies "try kar lo". She taps "Order via WhatsApp".

Emotion: confident — social validation achieved

Touchpoint: WhatsApp order CTA

6

Post-order

Order placed, waiting for a reply. Uses Curaleaf for two weeks.

Emotion: hopeful, then grateful if it works

Touchpoint: WhatsApp conversation with vendor

7

Loyalty / referral

Pain improved. Shares the link in her family WhatsApp group.

Emotion: proud — "main ne dhundha tha"

Touchpoint: WhatsApp group share

Map A — pain points and opportunities

STAGE	PAIN POINT	OPPORTUNITY
2 · First impression	If the page loads slowly or reads as confusing, she exits immediately — low patience for digital complexity	The question format is disarming. She feels invited, not navigated.
3 · Engagement	If the response is in English, or too clinical, she disengages	Unani framing makes it feel rooted and credible — not generic Google advice
4 · Discovery	No price shown — uncertainty creates hesitation	Product recommended in context, not sold at her. Highest-trust discovery path available.
5 · Order	If the pre-filled message is too formal or too vague she rewrites it and loses momentum	Pre-fill in her own register: "Hi, Saad ne mujhe Curaleaf recommend kiya hai knee pain ke liye"
6 · Post-order	Vendor reply slower than 30 minutes causes doubt and abandoned orders	Quick reply plus estimated delivery builds trust that carries back to the brand

THE PRIMARY GROWTH LOOP

Sadia feels relief → shares the link on WhatsApp → family members tap it → new users start the journey. Every satisfied user becomes a trusted referrer inside their own WhatsApp network. For this audience it is the most powerful acquisition channel available, and it is entirely invisible to conventional analytics.

Variation — Nargis

Same scenario, same stages, different actor. Recorded as a variation because every difference is about who is operating the interface, not about what the interface does.

STAGE	DIFFERENCE FROM SADIA
Trigger	Son shares the link and opens it for her on his phone
First impression	Son reads the question aloud to her
Engagement	Son types "Ammi ko ghutno mein dard hai subah" on her behalf
Product discovery	Son reads the Curaleaf card to her; she asks "green wala hai?"
Order	Son places the WhatsApp order. She is not directly involved digitally.
Post-order	She judges the product by results only — not by the app

KEY DESIGN IMPLICATION

The entire interface must work when a third party is operating it on behalf of the user. This affects copy length, read-aloud rhythm, type scale and contrast – not just layout.

Journey Map B — Asad

SCENARIO · IS THIS PLATFORM TRUSTWORTHY ENOUGH TO USE SERIOUSLY?

Asad's journey is defined by a single question that runs underneath every stage. He is not seeking help — he is conducting an assessment, and will convert to an advocate or exit entirely based on one exchange.

1

Discovery

Sees Organic Life mentioned in a LinkedIn post or health community. Opens on desktop.

Emotion: curious but sceptical — "let's see if this is actually good"

Note: peer recommendation means trust is already partially established

2

First impression

Does not type immediately. Scrolls to read "How it works" and the about section, evaluating tone and credibility first.

Emotion: evaluating — real platform or another wellness app?

3

Testing Saad

Types a deliberately technical question about metabolic health and Safra Mizaj.

Emotion: testing — wants to see whether Saad knows what the term actually means

4

Complex case escalation

Describes mild hypertension with stress-related fatigue. Saad surfaces the Dr. Abdullah card. He reads the credentials carefully.

Emotion: impressed — the platform knows its limits

5

Booking

Books via WhatsApp handoff with a pre-filled message, adding his own context.

Emotion: committed — low-friction booking removes the final barrier

6

Advocacy

Writes a detailed recommendation in a professional or health community.

Emotion: proud to have found something credible in Pakistan's health-tech space

Touchpoints: LinkedIn, WhatsApp groups, professional communities

STAGE 3 IS THE MAKE-OR-BREAK MOMENT

If Saad returns a generic fatigue response without acknowledging Safra specifically, Asad exits and does not return. If Saad returns an accurate, nuanced Unani reply, he becomes a loyal user and a high-value referrer. **One response determines whether he is a one-time visitor or a long-term advocate.**

Comparing the two maps

DIMENSION	MAP A — SADIA	MAP B — ASAD
Entry device	Mobile, one-handed	Desktop, deliberately
First action	Taps a symptom chip immediately	Scrolls to evaluate before typing
Decision driver	Social validation from a relative	Depth of a single technical answer
Critical stage	Stage 5 — order momentum	Stage 3 — the test question
Failure mode	Momentum lost, order abandoned	Immediate exit, no return
Referral channel	Family WhatsApp group	LinkedIn, professional communities
Value of referral	High volume, same segment	Lower volume, higher-value segment

WHAT BOTH MAPS AGREE ON

Both journeys are decided by a single response, and both complete in WhatsApp rather than on the website. The design consequence is the same for each: protect the quality and latency of the first response above everything else, and make the WhatsApp handoff feel native rather than corporate.

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