












CUSTOMER JOURNEY MAP

Scenario: Customer Journey: Zomato – Online Food Ordering	 Entice How does someone become aware of this service?	 Enter What do people experience as they begin the process?	 Engage In the core moments in the process, what happens?	 Exit What do people typically experience as the process finishes?	 Extend What happens after the experience is over?
 Experience steps What does the person (or people) at the center of this scenario typically experience in each step?	• Thought ads on Instagram, YouTube or Google • Word of mouth from friends/family • Discount offers promoted via notifications or emails	• Curiosity about how food delivery apps work • Slight hesitation if they are first-time users	Selecting Food and Restaurant Placing the Order Live Tracking Food Delivery Rating and Review	• Fastest to deliver • Cheapest • App sends push notifications with offers like "50% off on your favorite burger!" • Users receive personalized recommendations based on their order history	
 Interactions What interactions do they have at each step along the way? • People: Who do they see or talk to? • Places: Where are they? • Things: What digital touchpoints or physical objects do they use?	• Friends, influencers, or no one (solo browsing) • Curiosity, hunger, and excitement to try something new or convenient • Ask friends for suggestions	• At home, office, college, or commuting • Smartphone, social media, App Store, Zomato app	Zomato app UI, search bar, promo code screen, payment gateway, delivery tracker Mostly at home, sometimes at work or in hostels Chat support Browsing food, selecting restaurant, applying promo codes, tracking delivery • family/friends helping choose food	Satisfaction, review writing, thinking about overall value Rating the order, writing reviews, viewing payment receipt	Personalized offers, reordering, customer loyalty programs Receiving push notifications, checking offers, giving feedback later Anywhere – user may not be actively thinking about food at this stage
 Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	• See ads on Instagram/YouTube • Friends' recommendation or referral • Influencer reels or food reviews	• Excited to explore app • Unsure but hopeful about delivery	• Apply coupons, make payment • Browse restaurants & dishes • Track live delivery • Get real value for money • Order from trusted restaurant	• Food delivered, hunger satisfied • Rate the order or give feedback	• Build habit of using Zomato • Get rewarded for loyalty • Save on future orders
 Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	• See mouth-watering food ads that spark hunger • Discover big discounts like "100% Off First Order!" • Influencer or friend praises Zomato's speed or reliability	• Smooth app download and easy sign-up • Simple navigation and appealing interface	• Finds favorite restaurant with a great offer • Applies a working promo code easily • Real-time tracking builds trust and excitement • Delivery arrives earlier than expected • Food is very tasty and healthy	• Food is hot, fresh, and matches the order • Giving a 5-star review for great service	• Gets personalized food deals or reminders at the perfect time • Joins Zomato Gold/Pro and enjoys exclusive benefits • Shares good experience with friends or on social media
 Negative moments What steps does a typical person find frustrating, confusing, engendering, costly, or time-consuming?	• Gets bothered with too many ads, feels spammy • Feels confused by too many food delivery app options • Doubts safety, freshness, or reliability (first-time user hesitation)	• App takes too long to download or install • Registration/login issues (OTP not received, errors)	• Promo code not working or already used • Long estimated delivery time reduces excitement • Unexpected delivery charges increase total cost • Restaurant has poor ratings but no alternatives nearby • Customers are not satisfied	• Food arrives cold, spilled, or missing items • Order is cancelled after waiting	• Offers expire too fast or don't apply • Loyalty program feels overpriced or not useful • Irrelevant or excessive push notifications
 Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	• Improve targeted advertising (less spam, more relevant to user preferences) • Partner with college events, offices for offline-to-online engagement • Offer more incentives (coupons, deals, access, verified coupons)	• Introduce a guided app tour for first-time users • Simplify sign-up process (auto OTP, social login)	Add AI-based suggestions for food based on timeloomood Provide a faster reordering option for regular items Show real-time kitchen preparation status for clarity • Improve promo code transparency (visibility, usage clarity, share)	• Improve packaging standards and ensure consistency • Enable instant refunds for missing/damaged items	• Let users save favorite combos and get alerts when on discount • Show customer stories or reviews to build community • Provide custom loyalty rewards based on order history