JOURNEY MAP OF MEAT DELIVERY APP

Phrases	Awareness	Website Search	Ordering And Waiting	Consuming	Sharing And Reveiws
Actions	Plans of ordering out for weekend MEAT	Browse full menu and place order from MEAT section	Search website which promises delivery within 30 mins	Unpacks the items and enjoys the MEAT	Delivery on time
Thoughts	Donot skip breakfast	Delivery of food at home	Good weekend start as consumer got his favorite breakfast on time	To eat hygienic food	Happy with services
Channels	Mobile(smartphones)	Mobile application	Computer as payment was not successful via phone	No channel used U	Used app and chat messanger
Feelings	Uncertain decision	Explore wide options	Anticipatory rush	Energized	share the good experience
Opportunites	To provide good food	.Show customers best breakfast options	1. Enable one -click purchase 2. Allow all website to rememeber	Encourage customers to leave their feedback on the mobile app	1. Use of proper branding and packaging to create awarenss among customers 2.provide free meal to new users on order above $15