Journey Steps Which step of the experience are you describing?	**Plan** What, who for cooking & eating	**Cook preparation** where are things, how to cook	**Cook**	**Cook - Wrap Up** finish cooking & prepare for eating
Actions What does the customer do? What information do they look for? What is their context?	Discuss dishes based on preference &material Share experience about certain food material Search online for recipe material	Assign tasks Shared cooking habits / special preference to ensure no offense Asked another where are kitchen tools (for example, the kettle or spatula)	Do assigned cooking tasks (act, wait) Help each other (Asked what other tasks need to be done) Confirm the cooking time & doneness of the food with each other casual chat (food-related topics) Shared recipe and resource Asked others to move aside a bit while cooking Given instructions/ directly help to action tide up the space Ask others eating preference casual chat (food-related topics) casual chat (life, study)	ask others to taste - Confirm the doneness of the food with each other Confirm with each other which dinnerwares to use compliment Plate the food together casual chat (life,)
Needs and Pains What does the customer want to achieve or avoid? *Tip: Reduce ambiguity, e.g. by using the first person narrator.*	We want everyone to be satisfied to the dish choices We need to compromise to reach consensus Sometimes such communication too bother	Take care of others' dietary habits Plan cooking in advance Not familiar with different environment/placement, need to ask	Help each other Keep track on the food Ensure operations tight Talk so not that bored while waiting Share cooking skills knowledge limited kitchen space make hinder movements when collaborate teaching might not be very detailed and clear Sometimes can't stand terrible operations/ habits Take care of others' dietary habits know each others better Bring topic for fun and relaxed	Keep track on the food Take care of others' dietary habits support each other (emotional) Help each other
Touchpoint What part of the service do they interact with?	Talk or Online Chat mobile phone	Talk, body movement. facial expression kitchen mobile phone	Talk, body movement. facial expression kitchen cooking tools mobile phone	Talk, body movement. facial expression kitchen cooking tools
Customer Feeling What is the customer feeling? *Tip: Use the **emoji app** to express more emotions*	Fun, exciting 🥰 little upset? 😕 supportive 👫	considered ☺️ concerned 🤔	supportive 👫 Bored 😒 supportive 👫 concerned 🤔 Curious 🧐 busy 🤯 impatient 😕 Confused 🤔 considered ☺️ Fun, happy ☺️ connected 👫	concerned 🤔 Fun, exciting 🥰
Backstage				
Opportunities What could we improve or introduce?	Preference & differences matters, but sometimes communication not smooth & unclear, resulting in seperate cooking		While teaching it is not initiate, only happens when being asked or perceive some mistakes. learners are always very proactive. While teaching, cannot provide detailed and clear instruction (due to focus on cooking) Lack of topics and consist conversation (both Knowledge, story or cook tech) - between people who not that familiar with others	