# Requirement Analysis

## Customer Journey Map

| Date | 13 April 2025 |
|---|---|
| Team ID | SWITD1743680479 |
| Project Name | SB Foods - Food Ordering App |

## Customer Journey Map

Let's gain insights by taking a walk through what we expect our users to experience
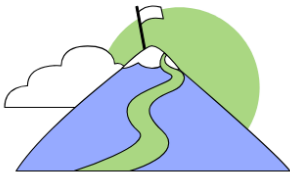
| | AWARENESS | CONSIDERATION | DECISION | SERVICE | LOYALTY |
|---|---|---|---|---|---|
| ACTIONS | Sees an online ad, social media post, or hears about it from a friend. | Visits the website/app, browses restaurants and menus. | Selects items, adds to cart, proceeds to checkout. | Places the order, tracks it, receives the food | Leaves a review, reorders, recommends to friends. |
| TOUCHPOINTS | Instagram ad, influencer story, food blog, YouTube video. | Homepage, restaurant listing, search bar, filters | Cart, order summary, payment options. | Order tracking page, delivery notifications, customer support. | Rating pop-up, loyalty program, email or push offers |
| EXPERIENCE/ EMOTIONS | Curious, Mildly interested | Tempted, intrigued | Eager and excited | Frustrated (if late or incorrect), relieved (if on time and accurate) | Satisfied, valued |
| PAIN POINTS | Uncertain about food quality or delivery time. | Overwhelmed by too many options, unclear pricing. | Complicated checkout, limited payment options. | Delays, missing items, difficult support access | Lack of rewards or personalization |
| SOLUTIONS | Showcase mouth-watering images, customer reviews, hygiene certifications. | Easy filters (cuisine, ratings), sorting options, clear pricing and delivery time info. | Streamlined checkout, multiple payment modes, promo code input, estimated delivery time shown. | Real-time tracking, easy contact with delivery partner/support, proactive delay updates. | Loyalty points, personalized meal suggestions, exclusive offers for frequent users |