

Journey Steps Which step of the experience are you describing?	Awareness To make a start of a trial	Consideration and Search Why would they trust us?	Ordering and Consuming How can they feel successful?	Sharing Why would they invite others?
Actions What does the customer do? What information do they look for? What is their context?	Plans to order out for weekend breakfast	Conduct research Compare features and pricing Browse the entire menu and places from entire section	Searches for website for fast delivery Goes to collect the ordered food Unpacks the food and consume	Leaves reviews through food websites Share with others
Needs and Pains What does the customer want to achieve or avoid?	make decisions while uncertain	new website visitors Interested in searching in varieties of food items for breakfast sometimes page couldn't able to refresh	loves the idea of ordering the food online sometimes doesn't satisfied with the taste satisfied and enriched	Leaving a review to the food website to business owner Making a report regarding fault of the food delivery / taste
Touchpoint What part of the service do they interact with?	consider breakfast as an important meal without skipping.	Food website Food App Shared reviewed food	Considers a good start to the weekend as they order their favorite food item Hoping that the food will expect with good taste loves the amount, taste and condiments	Quite happy on the service of the delivery Very satisfied on the food quantity and the taste
Customer Feeling What is the customer feeling?	😊	🤔	🌟	🎉
Backstage				
Opportunities What could we improve or introduce?	Increase the ■ ■ ■	Increase the ■ ■ ■	Reduce the effort ■ ■ ■	Increase virality
Process ownership Who is in the lead on this?	Joekin	Roshitha	Daphne	King Alwin