Customer Journey Map – Persona: An (Customer)

	Hungry	Discover Restaurant	Browse Menu	Place Order	Wait	Pick up	Consume
Customer Actions	- Feels hungry during lunch break - Has limited time	- Opens Foodora app - Looks for nearby restaurant	- Views menu items - Checks prices	- Selects food - Confirms order - Chooses pickup time	- Waits for food - Checks order status	- Goes to restaurant - Picks up food	- Eats food - Evaluates experience
Touchpoints	None	Foodora mobile app	Menu screen	Order confirmation screen	Order status screen	- Pickup counter - Order number / name	- Food quality - App feedback (optional)
Emotions	- Neutral - Slightly stressed	Neutral	Interested	Confident	Slightly anxious	Relieved	Satisfied / Dissatisfied
Pain Point	Limited lunch time	Too many options	Menu unclear or slow	Fear of order mistakes	Not knowing when food is ready	- Waiting line during peak hours - Order confusion	No feedback channel
Opportunities / System Support	Fast access to ordering app	- Simple restaurant list - Nearby location focus	- Clear menu layout - Fast loading	- Order summary - Confirmation message	- Real-time order status - Estimated preparation time	- Order ready notification - Clear pickup instructions	Simple rating / feedback

This Customer Journey Map illustrates the end-to-end experience of a customer using the FOODORA system and is used to derive functional requirements and improvement opportunities.