

PROJECT DESIGN PHASE – II

CUSTOMER JOURNEY MAP

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| Date | 07 November 2022 |
| Team ID | PNT2022TMID46533 |
| Project Name | Project – DemandEst–AI Powered Food Demand Forecaster |

DemandEst - AI powered Food Demand Forecaster

CUSTOMER JOURNEY

| Phases | Awareness | Consideration | Place the Order | Research | Feedback |
|------------------|---|--|---|--|--|
| Actions | Stocks are purchased according to the expected number of orders | Check for supply of stock to meet the customer's orders | Customer chooses the most feasible or the most delicious item from the menu | Check for customer reviews | Collect customer feedbacks and reviews |
| Thoughts | Stock up the supply according to the need of various branches available | Deliver to the customers on time | Quality check | Look for dealers who provide stock at feasible rate | More offers and increase in taste |
| Channels | Advertisements | Website / APP | Pays for the advertisements and for the software that are purchased | Search for developers who develop a attractive and user-friendly websites / apps. | Use website for collecting reviews |
| Customer Feeling | Made the decision while being uncertain | Interested in exploring wide range of food available from menu | From the comfort of their homes | Not happy with the temperature of the food and its packaging | Satisfied |
| Opportunities | Make use of advertisements to keep the brand at forefront | Make the most popular dishes at discounts on particular days in order to attract customers | Add special dishes on the menu for the occasions and weekends. | Send the status of the customer order as a notification to the customer's mobile phone | Collection of customer feedback |