Customer & Employee Journey Map framework courtesy of our friend **Seema Jain** at MURAL

### PHASE

**M**

**CUST JOUR**

**OMER NEY**

What are the high-level phases across the customer journey?

Research and Analytics

Create Customer Personas

Target Touchpoints and Devices

Workshop Identify and Address Customer Pain Points Monitor and Feedback Come back to the table

**User feels very Seeks for Seeks for an**

**The Fresh Explores Uploads the Our application User will get an**

### CUSTOMER

**BEHAVIORS**

**depressed**

**about thier**

**quality food**

## application

**e**

**that mak**

**the process**

## user will register in

**the features picture of**

**in return lists clear view Starts to**

### out the about thier food lead a

What are the actions

**physique and and diet**

**in the the food he/ nutritional and starts**

**value of the consuming**

## healthy life.

taken by the customer?

# AP

### TOUCHPOINTS

What channels does the customer use to reach you?

**health pattern much easier**

**application application she eats.**

### food. healthy foods.

Screenshot

**our**



**ATTITUDES + EMOTIONS**

What attitude or emotion does the journey evoke?

### Comfort with the food what

**they eat and**

**Feel "inferior for being**

**obese and**

**skinny!" before using the app.**

**Feels very easy to**

**maintain their**

**food style by our application**

**Starts to follow a**

**perfect food chart**

**Skinny people will eat much calorific food**

**to gain weight.**

**Periodically uses our**

**application**

**to maintain their health**

**Chubby people will eat less calorific**

**food to loose weight.**

### try to evolve to a healthy life