

Stage	Awareness	Consideration	Website Search	Order and Waiting	Receiving	Consuming	Loyalty
Customer Actions	Plans to Order Out	User looks through the food choice	Browses the entire menu and place the Order	Search for the website that promise delivery under 30mins	Goes to collect the order food	Unpack the items and enjoy the food	Order again and share the Experience
Thoughts	Recommendation from friends, post on social media,ads in app Store	The App	Food will be Delivered at home	Does not want to wait for more than Expected time	Hope food has excellent Quantity	Love the amount and taste	User Finds the App
Customer Experience	Interested , Hesitant	Curious , Excited	Interested in exploring Wide food items	Anticipatory Rush	Excited and Angry	Frustrated	Satisfied , Excited
Business Goal	Increase Awareness Interest	To order a delicious take away as soon as Possible	Increase Website Visitors	For the food to arrive Fast and hot	Excited and Angry	To Resolve the issue Quickly, Satisfied and Enrich	Generate Positive Reviews and order another take away
Oppurtunities	Make use of E-Mail and Social Media Marketing	According to taste and Preference , Show them the best	Prioritize Menu Display on Website	Add a order option on Website	Use Clean and Recyclable Packaging	Encourage them to leave a review on Mobile App	Make Use of Proper Packaging and Branding to make them aware