

STAGE	AWARENESS	CONSIDERATION	PURCHASE	RESEARCH	REVIEWS
USER ACTION	RECEIVES PERSONALIZED PLANS AND FEATURE INFORMATION	BROWSES THE ENTIRE LIST OF PRODUCTS	SEARCH OF INDUSTRY WITH PROMISING QUALITY	WORTHY	LEAVING THE CUSTOMER FEEDBACK
THOUGHTS	ORDERED RAW MATERIALS WILL BE SUPPLIED TO THE RESPECTIVE FULLFILLMENT CENTERS	ON TIME SUPPLY	QUALITY CHECK	-	CONNECTED TO THE OWNER
CHANNEL	MOBILE / SYSTEM	WEBSITE	-	FROM APP/ WEBSITE	USE WEBSITE FOR REVIEW
FEELINGS	MADE THE DECISION WHILE BEING UNCERTAIN	INTRESTED IN EXPLORING THE WIDE ARRAY OF RAW MATERIALS IN FOOD	ANTICIPATORY RUSH	EXCITED TO TRY NEW THINGS	SATISFIED
OPPORTUNITIES	MAKE USE OF EMAIL TO KEEP BRAND AT FORE FRONT	PRIORITISE MENU DISPLAY ON WEBSITES	DISPLAY AND UPDATE SPECIALS AND PROMOTIONS	SEND THE CUSTOMER ORDER CONFIRMATION MAIL AND ORDER	COLLECTION OF CUSTOMER FEEDBACK

PHASES	AWARENESS	WEBSITE SEARCH	ORDERING AND WAITING	RECEIVING	CONSUMING	SHARING AND REVIEWS
ACTIONS	Plans to order out for weekend breakfast	Browses the entire menu and places the order from the breakfast section	Searches for the website that promises delivery under 30 minutes	Goes to collect the ordered food	Unpacks the items and enjoys the breakfast	Leaves a review and shares about 'The Food Boy' with his friends
THOUGHTS	Consider breakfast as an important meal and does not want to skip it, due to any unnecessary circumstances	Food will be delivered at home, while I sip coffee and run the top priority errands	Considers it a good start to the weekend as customer got his favorite food item. Does not want to wait for more than expected time	Hopes that the food has an excellent quality and works for his taste	Loves the amount, taste, and condiments	Quite happy on the type of services delivered. Thinks of using the service on every alternative weekend, but if only, the stores add more options
CHANNELS	Mobile (Smartphone)	Mobile app	Computer as payment was not successful via phone	No channel used	No channel used	Used app and chat messenger
FEELINGS	Made the decision, while being uncertain	Interested in exploring a wide array of food items for breakfast	Anticipatory rush Loves the idea of ordering food online. But wants the process to be a bit faster. Disappointed due to the availability of less payment options	Excited and hungry. Not happy with the overall packaging of the food	Energized, relaxed, satisfied, and enriched	After leaving a review on the app, the customer feels connected to the business owner
OPPORTUNITIES	Plans to order out for weekend breakfast options on the weekends	Show them the options that are best for breakfast, according to their taste and preferences	Enable one-click purchase. Allow the website to remember information to save from the hassle of signing up again and again	Use clean and recyclable packaging	Encourage them to leave a review on the mobile app	Make use of proper packaging and branding so that more people become aware of the business Give the existing customer a free meal for each customer that comes through them