

Customer Journey Map

STEPS	AWARENESS	CONSIDERATIONS	SEARCHING	ORDERING & CONSUMING	SHARE & REVIEW
ACTIONS	plans to order food	searches what dishes are different than others compares features and price with others looks for avail discounts	after surfing the menu decides what to order	places order collects ordered food tracks order and delivery time unpacks and enjoy the meal	prompt for review/feedback user writes review and submit their ratings
TOUCHPOINT	registration section of our website occurs in advertising sites	user friendly mobile app and website	search using either app /website	payment gateway opens receive confirmation mail/message after placing the order	review and rating sections are shown in the interface once the order gets delivered
NEEDS	Comes to know about us through social media or advertisements in app stores	interested to try new with us	relevant searches are appreciable applying filters as per the need	deliver before the mentioned time expects proper food packing hopes to get good quality food taste meets customer expectations	leaving a positive review shares with friends and family about us
PAINS	made the decision in a confused state	sometimes page couldn't able to refresh	searched items may load with some delay or no items related to the search are available	ordered items not satisfied the customer either quality or quantity wise	hesitate to write a review leaving a negative review
EMOTIONS	interesting 🌟	curious 😊	cravings 😋	excited /angry(if delivery delays) 😡	satisfied 😌
OPPURTUNITIES	wider social media marketing	quantity,quality,taste of the food shows how we are different from others providing coupons	highly organized filters makes searching better	compact and biodegradable packing	providing discount based on referral count