

Customer Journey Map

This map represents how a product strategist or analyst interacts with the iRevolution dashboard from need to insight.

Stage	Need	Action	Touchpoint	Main Point	Opportunity
Discover	Find out what food options exist	Attending orientation, Browse website	University website, orientation materials, peers	Information overload, unclear meal plan info	Clearer introductory materials resources
Explore	Get detailed info, compare options	Browse menus/app, reading reviews, trying different venues	Dining app/website, student social media, physical dining halls	Outdated menus, long lines, inconsistent quality	Real-time menus, student review platform, feedback mechanisms
Engage	Consistently access preferred food, customize for needs	Regular dining, using mobile ordering, seeking support	POS systems, mobile ordering apps, dining staff	Repetitive menus, wait times, unclear dietary info	Rotating menus, optimized staffing, clear allergen labeling
Decide	Finalize meal plan, establish dining routine	Selecting/renewing meal plan, consistent dining habits, providing feedback	University portal, consistent venue use, surveys	Meal plan confusion, monotony, feeling unheard	Flexible meal plan