



**NAVEEN JINDAL SCHOOL OF MANAGEMENT – UT DALLAS**

CX journeys, **SPRING 2023**

OPRE 6396.501 - User Experience Design

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**Media** : E-Learning

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**Date:** 02/23/2023

**Place:** Dallas, Tx

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## Scenario B: Student ordering coffee from a coffee shop such as Starbucks (offline journey- without Starbucks app)

| What is the student doing?                                 | Searching for Starbucks  | Arrive at the Starbucks   | Queuing  | Looks at the menu   | Place the order  | Make payment   | Check for seating   | Wait for the order   | Receives the order  | Exit the shop  | Feedback/ rating  |
|--|--|---|--|---|--|--|---|--|---|--|---|
| What is the student expecting?                             | To find a Starbucks nearby with the shortest distance and duration   | -A warm welcome from the reception<br>- Nice ambiance, aroma  | less queue at the counter  | - Easy to read and understand<br>- Item is available  | Quick, convenient  | Successful payment and receipt acknowledged  | find a comfortable empty seat   | Order to arrive soon   | Good taste, favourable and appropriate temperature  | Easy access to the exit door   | Easy and quick  |
| What is the student thinking? What questions do they have? | -call a friend to join for the coffee<br>-How long it takes to reach the destination?  | -Where is the entrance?<br>-Whether to push/pull the door   | - How long it takes for my turn?<br>- Are multiple counters open to take orders?   | -Whether the item on the menu is available at that hour<br>-What flavour to order?  | -To ask for coffee to serve at a preferred temperature<br>- Whether to add more items?<br>- Ask at the counter to repeat (go over again) the order for confirmation  | -whether to pay using a card or cash<br>-expensive<br>-Are there any rewards available?  | To look for a seat, whether to sit on a sofa or a chair.<br><br>Am I allowed to use seating space without ordering anything?  | - When will the order arrive?<br>-Is there free wi-fi?<br>-Where is the restroom?  | -How will the barista pronounce my name?<br>- Will my order come with the appropriate temperature?<br>-Where to find extra napkins?   | -Pack up the remaining coffee<br>-Where is the trash?<br>-Where is the exit sign board?  | Drop a google review.<br>-Will I get any rewards for giving feedback?<br>-Is this shop worth visiting again?  |
| What is the student feeling?                               | Impatient- wants to get to the destination as soon as possible   | Relieved and calm   | Tired and frustrated- oh god! longer wait times  | Delighted and confused at the same time as to what to buy   | Cheerful- yay! ordered my favourite coffee   | Sense of accomplishment  | Discouraging- looking around to find a seat   | Anxious - time is running out  | Happy and energized   | Satisfied- met expectation   | positive- feeling worthy  |
| What are the touchpoints the student is interacting with?  | -Deciding to go to Starbucks to work on the assignment<br><br>-Searching online using a laptop for the nearby Starbucks "open now" to grab a coffee<br><br>-Clicked on Direction- will redirect to google map<br><br>-Check the distance and duration to reach the shop<br><br>-Share location details to phone<br><br><a href="#">Searching for Starbucks</a> | -Drive to the location, end the map<br><br>-Open the door and enter the shop<br><br>-Notice that there are a couple of people inside<br><br>-Smell the aroma of the coffee<br><br>-Notice that the lighting is not too bright or dim<br><br><a href="#">Arrive at the Starbucks</a> | -Trying to read the menu across the counter when in line<br><br>-notices slow-moving lines and increased crowd blocking traffic way<br><br><a href="#">Queuing</a> | -Standing closer to the menu and reading menu items from the wall display<br><br><a href="#">Looks at the menu.</a><br><br>- Barista confirms the order selection and asks name to write on the cup<br><br>-Barista handed over the cup and order code for another barista to prepare the request<br><br><a href="#">Place the order.</a> | -Saying order to the barista and the barista taking the order and acknowledging with a smile<br><br>- Barista confirms the order selection and asks name to write on the cup<br><br>-Barista handed over the cup and order code for another barista to prepare the request<br><br><a href="#">Place the order.</a> | -Barista confirms the total and asks whether the payment is via cash or card<br><br>-Student using a card, swiped the card on the machine<br><br>-Barista asks if a student needs a receipt, the student declines<br><br><a href="#">Make payment.</a> | - Student looks for a seat, importantly comfortable workspace<br><br>-Student finds a comfortable chair with a wooden table, occupies the seat, and places laptop on the table, bag on the floor<br><br><a href="#">Check for Seating</a> | -Student looks around and watches people conversing<br><br>-Opens laptop, starts doing homework<br><br>-Connects laptop to the charger<br><br><a href="#">Wait for the order</a> | - Barista calls out the student's name, and the student picks up the coffee and comes back to the seat.<br><br>- Student places the coffee cup on the table, sits on the chair<br><br>- Holds the cup, smells the coffee, and takes the first sip. The first sip is hot but flavourful, enjoying with a smile.<br><br>-The continued sips remain satisfying<br><br><a href="#">Receives the order</a> | - Finished the coffee and windup work by taking off the charger and closing the laptop.<br><br>-Student Packed the bag and left the seat looking for trash to drop empty cup and napkins.<br><br>-Waves at the barista/ employees at the counter with a thank you and looks for the "Exit" door.<br><br>-Opens the exit door and leaves the shop.<br>- Got back into the car and drove back home.<br><a href="#">Exit the shop</a> | - Receives a rate your visit message from google review. student rate their experience at Starbucks<br><br>- Write a few lines of comments about the service.<br><br><a href="#">Survey/fee dback</a> |
| Diagnostics  | <b>Pain points:</b><br>-Takes some time to find the nearest Starbucks<br>-Going around various outlets to look for a limited-edition item  | <b>Customer Effort:</b><br>Driving during busy hours and finding parking space is tiresome.<br><b>Error:</b><br>Starbucks was closed; however website was showing as open and didn't display the correct status   | <b>Customer effort:</b><br>standing in the queue for long  | <b>Customer effort:</b><br>Searching for the favourite item on the menu, and calculating the price to ensure the expense is within the budget   | <b>Pain point:</b><br>Barista gets confused with a customized order. The student must explain the order again.   | <b>Emotional low:</b><br>It is quite embarrassing when taking too much time to scroll through all the cards at the counter.<br><b>Error:</b><br>Payment failure, having to redo the payment process  | <b>Pain points:</b><br>-Having to wait a long time for a seat<br>-Difficulty in finding a seat that is closer to a charging point   | <b>Wait time:</b><br>student not knowing the approximate wait time, anticipating being called by the barista   | <b>Error:</b><br>Barista not pronouncing the name correctly.<br>- Receives wrong order. Talking with Barista to clarify the correct order   | <b>Customer low:</b><br>Often confused with whether to push/pull door due to missing signs on the door   | <b>Customer effort:</b><br>Spend time answering survey questions/ giving a rating   |

## Scenario E: Faculty driving to watch a movie at Cinemark.

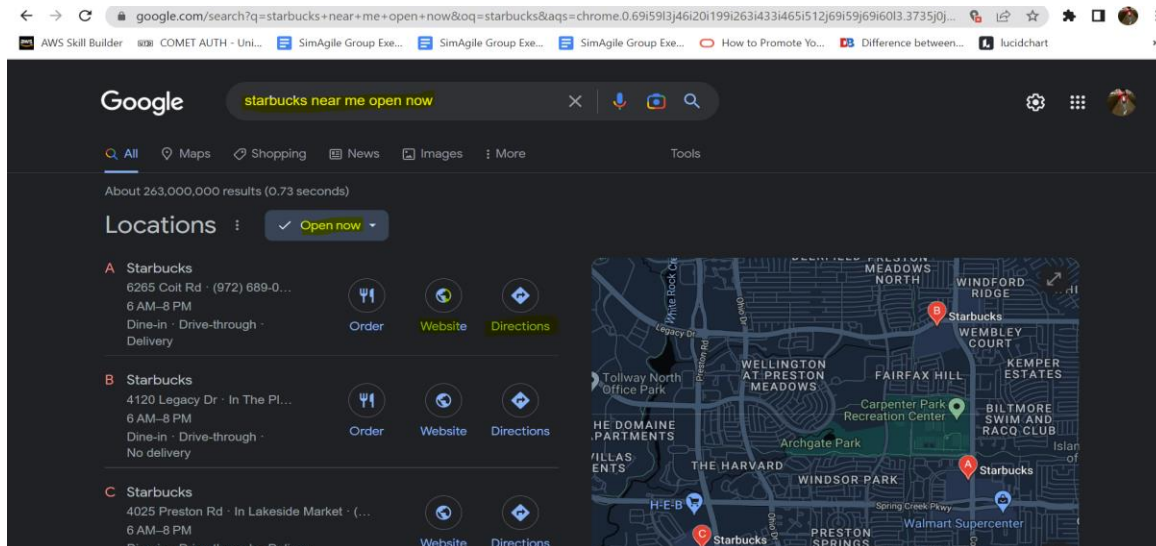
| What is the faculty doing?                                 | Visiting the website  | Booking seat  | Make payment  | Drive to Cinemark  | Scan the barcode  | Buying food and drinks   | Waiting and looking around   | Watching movie  | Use additional services   | Using the restroom   | Exit from Cinemark  | Provide review   |
|--|---|---|---|--|---|--|--|---|---|--|---|--|
| What is the faculty expecting?                             | Easy navigation, find preferred cinema hall and the movie   | Seats are available for the preferred day and time slot   | -Different card payment options available<br>-Successful payment<br>-To receive ticket purchase confirmation  | Encounter less traffic and find parking space on arrival   | -Ticket barcode is scanned successfully, and faculty is allowed to enter the cinema hall<br><br>-Cinemark employee will assist in finding the auditorium              | -Absence of long queue<br>-Favourite popcorn and drink are available as displayed on the menu of the Cinemark's website  | To find empty spots to sit and enjoy compact entertainment facility (like reading magazine) while there is still time for the movie                                  | Seating is comfortable and has custom heat /cool adjustments  | To be able to place order for food and drinks while watching a movie from the seat in the auditorium  | Clean and available  | Easy access to exit and controlled crowd to move in a line  | Easy and quick feedback questions  |
| What is the faculty thinking? What questions do they have? | To book a movie that has the highest rating.<br>-Where to find promotional information and discounts on the website?  | Book a seat in the topmost row.<br>-Is there a screen reference to understand seating arrangements?<br>-Duration of the movie?<br>-Availability of subtitles?<br>-What days ticket prices will be low?<br>-Do I need to have an account login to make bookings? | To use the promotion code and pay the remaining amount using a credit card.<br>-Is refund available if the booking is cancelled?  | To start early to not miss the opening scenes.<br>-How long it will take to reach the Cinemark?                        | To print tickets in Cinemark<br><br>Does Cinemark have offline contactless ticket terminals?<br><br>Where is the guide/direction to assist in finding the auditorium? | -Buy snacks before the movie and carry them along.<br>-Will the security allow me to carry food and drinks from outside?<br>-Is it possible to pre-order at Cinemark bar and get the snacks in the viewing room instead of carrying them around before the movie starts? | -to take photos with the movie posters<br>-Is there a photo zone?  | -In case I am a little late and the lights are already out, will I be able to find the seats without falling along the way?<br>-Is the view equally good from all places?<br>-Will I be able to adjust the seating temperature? | Is there a QR code I could use to order snacks while watching the movie in the auditorium?<br><br>Is there Wi-Fi connectivity?  | -Is the restroom clean?<br><br>-Do the cabins have hooks for bags?   | Do I need to follow any checkout process?<br><br>Whom to contact if I have left my belongings at the cinema hall?<br><br>Is the exit door same as the entrance? | Thinking to rate the movie-watching experience.<br><br>Where is the review section on the website? Will I get any rewards for providing feedback?  |
| What is the faculty feeling?                               | Impatient-wants to find the movie quickly   | Happy- to find the preferred seating  | sense of accomplishment   | Anxious - that faculty may reach late to the movie   | Hopeful - the code is scanned successfully  | Cheerful and energized   | Boring-waiting times are tiring  | Excited-Finally made it!  | Relieved  | Refreshed  | Satisfied-met expectation   | Positive - considering watching movies in Cinemark again   |
| What are the touchpoints the faculty is interacting with?  | -Searching Cinemark nearby (location, zip code search)<br>- Navigate to preferred Cinemark website<br>-Search for a movie and show time<br>-Sort by popularity<br>-Filter by movie type, genre, rating, and release month<br><a href="#">Visiting the website</a> | -Selected the seat<br>-Read the seat legend<br>-Checked ticket price and added 1 ticket<br>-Adding seat selection to the cart<br><br><a href="#">Booking seat</a>   | -Ignored adding food and drink to the cart and proceeding to checkout.<br>-verifying ticket information in the cart summary<br>-selected checkout as guest<br>-Entered email and card details, promotion code<br><a href="#">Make Payment</a> | -Set map, enter location details<br>- Play music in the car<br><br><a href="#">Drive to Cinemark</a>                   | -Used ticket confirmation received by email to scan the code<br>-Received a printed ticket<br><br><a href="#">Scan the barcode</a>                                    | -Checks the menu at the counter<br>-order popcorn, smells the aroma<br>-make payment<br><br><a href="#">Buying food and drinks</a>   | -checking for an empty place to sit<br>-Watching conversation of other people<br>-Eating popcorn<br><br><a href="#">Waiting and looking around</a>                   | -Looking for seat number<br>-Found the seat and adjusted the transforming chair<br>-watching ads<br>-Adjusted the seat heater<br><br><a href="#">Watching movie</a>   | -Scanned the QR code<br>-selected the food counter to place an order.<br>-Received the order and said thank you to the server.<br><br><a href="#">Using additional services</a> | -Looked for a women's restroom signboard<br>- Observed that lighting is not too dim or bright and the room odor is pleasant<br>- Used empty room, hand<br><br><a href="#">Using the restroom</a> | -Located the exit sign<br>-Followed the queue<br>-Exited the cinema hall<br>-Walked toward parking and left<br><br><a href="#">Exit Cinemark</a>                | - Receives a rate your visit message from google review. Faculty rate their experience at Cinemark.<br><br>- Write a few lines of comments about the service.<br><br><a href="#">Review the experience</a> |
| Diagnostics  | <b>Pain points:</b><br>-Website is overloaded with information. Finding a fitting session/content requires time and effort.<br>-Website is down<br>-Search by language is not intuitive   | <b>Pain points:</b><br>-The selected seat is shown as unavailable during checkout. Having to redo the booking process.<br>-Two tickets are sold for the same seat because of the system error.  | <b>Pain point:</b><br>-Faculty pays for the tickets but never gets an email with their electronic copies and has no account on the site to prove the purchase.  | <b>Error:</b><br>Reached wrong Cinemark location. Must re-route to correct destination where faculty have booked movie | <b>Error:</b><br>Barcode scan doesn't work and must enter the code manually to verify the ticket details  | <b>Emotional low:</b><br>Faculty not finding favourite popcorn or drink at the counter. However, the website listed those items on the menu online.  | <b>Wait time error:</b><br>Learning about the delay in movie screening timings only after reaching the Cinemark. No prior notification was sent regarding wait time. | <b>Emotional low:</b><br>Often experienced discomfort due to lack of infrastructure facilities such as distance between the rows (lack of leg room), transforming chairs, no seat heaters, and table availability               | <b>Pain point:</b> Wi-Fi at the Cinemark not working and unable to place the order from the auditorium  | <b>Emotional low:</b><br>The Odour of the restroom is unbearable.<br><b>Pain point:</b> Restroom is out of order.<br><b>wait time:</b> unavailability of rooms due to scheduled maintenance      | <b>Customer effort:</b><br>Dispersing from the parking lot is time taking and tiresome  | <b>Emotional low:</b> Review is not acknowledged or noticed<br><b>Pain point:</b> Lack of impact of the review. Facing a similar situation even after providing feedback                                   |

## Appendix

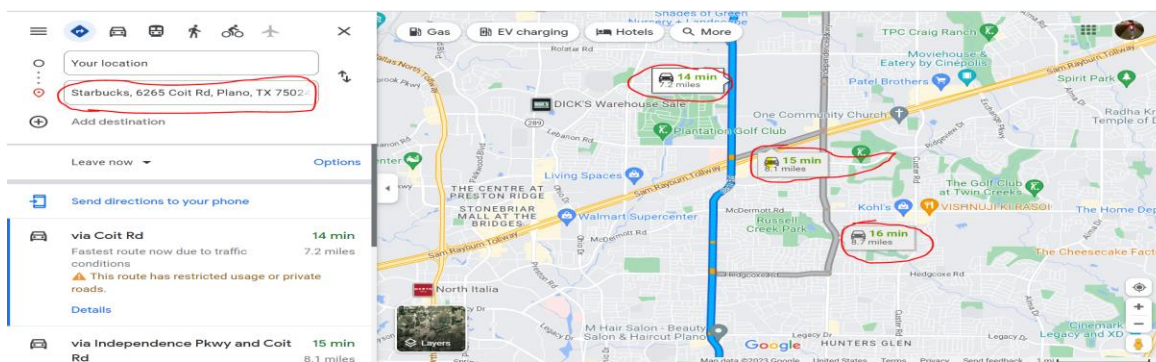
### 1. Student journey to Starbucks

#### a. Searching for Starbucks

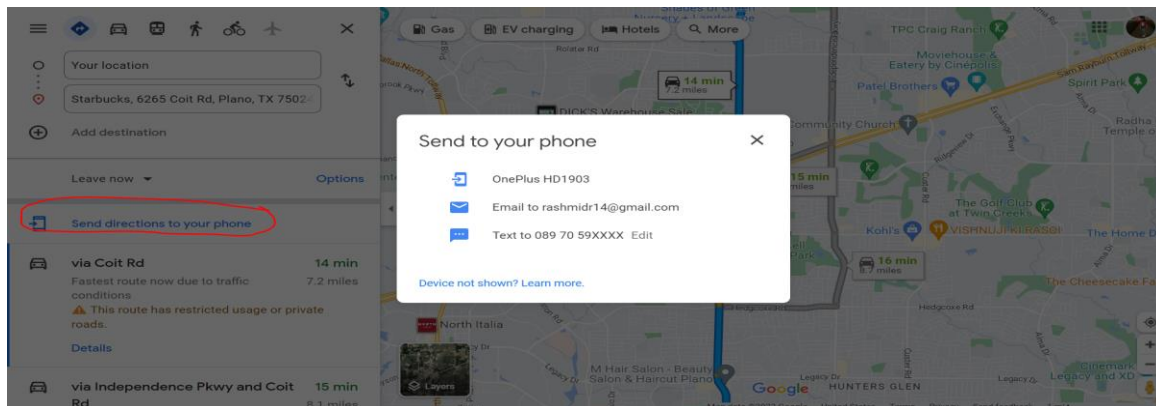
Search URL



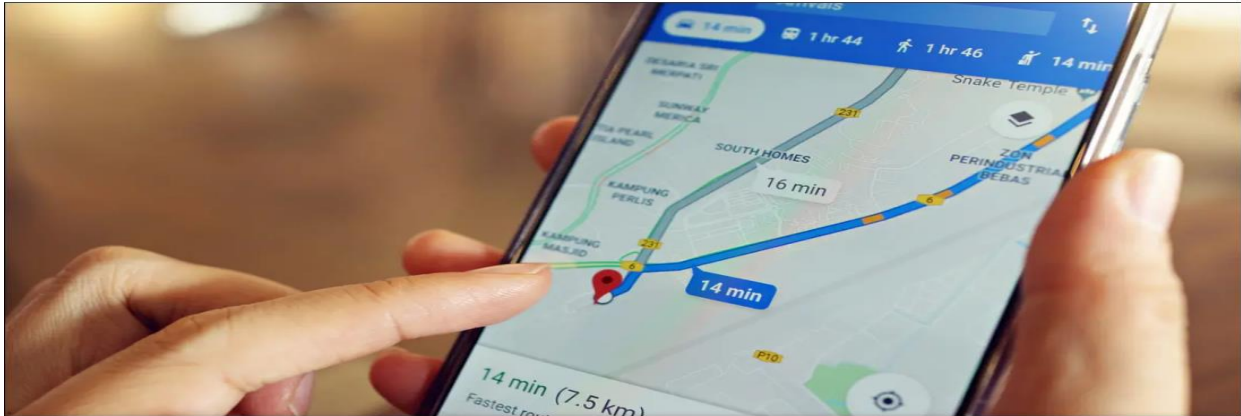
Click on the direction and check the distance and duration.



Send direction to phone and set map.







b. Arrive at the Starbucks  
End the map.



Notice people inside.



Student noticing ambience (aroma and lighting)



c. Queuing

Trying to read the menu across the counter when in line.



Notices slow moving line and crowd blocking traffic way.





d. Looks at the menu



e. Place the order

Ordering coffee, barista taking the order, confirms the selection and asks for name to put on coffee cup.





Barista informs the other employee to prepare coffee.

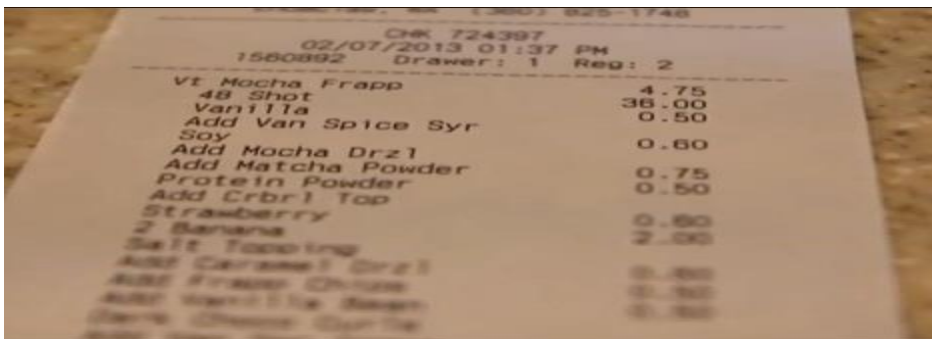


f. Make payment

Barista confirms the total, Students swipes the card



Student will decline the receipt.



g. Check for Seating

Student looks for an empty space



Occupies a comfortable chair and places laptop on table.



h. Wait for the order

Student looks around and watches people conversing.



Connect the laptop for charging and start working on assignment





i. Receives the order  
Barista calls the student name



Student collects the coffee and come back to seating. Smells the coffee and takes the sip



j. Exit the shop  
Student finished coffee, winding up work and packing bag





Student throwing empty cup to trash

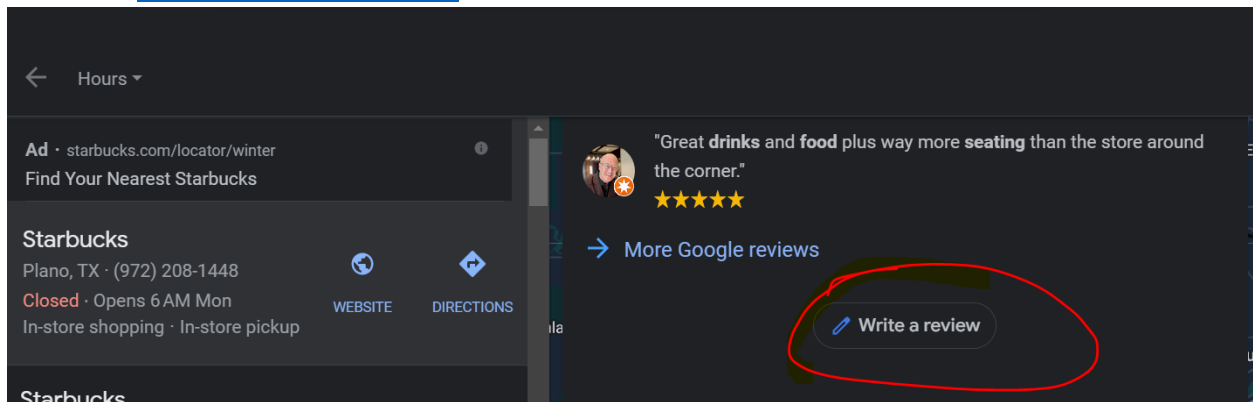


Find the Exit and leave.




k. Survey/feedback

[URL: rating and feedback](#)




Starbucks

 **Rashmi D R**  
Posting publicly ⓘ

☆☆☆☆☆

Share details of your own experience at this place

 Add photos

Did you dine in, take out, or get delivery? (Beta)

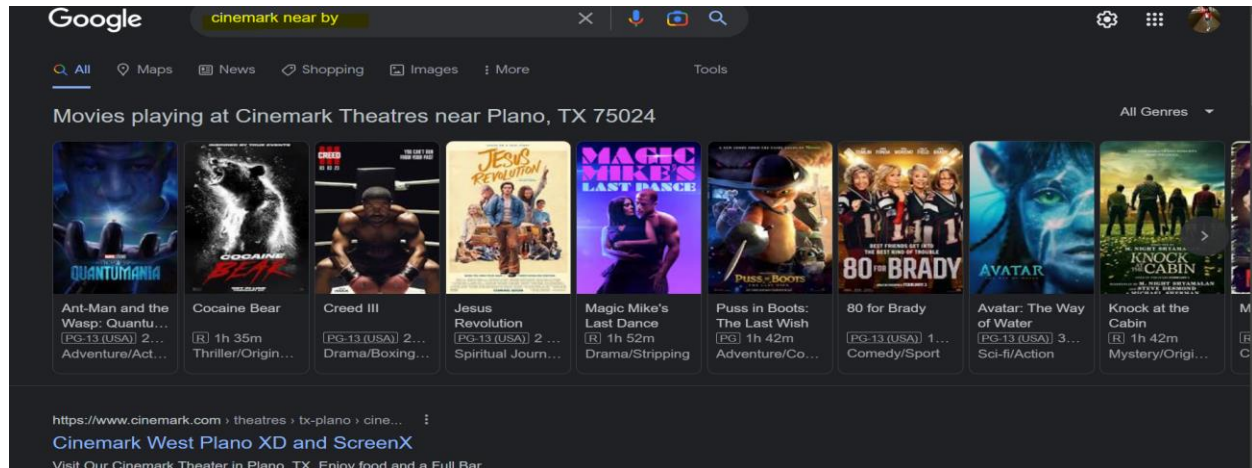
## 2. Faculty watching movie in Cinemark

### a. Visiting the website

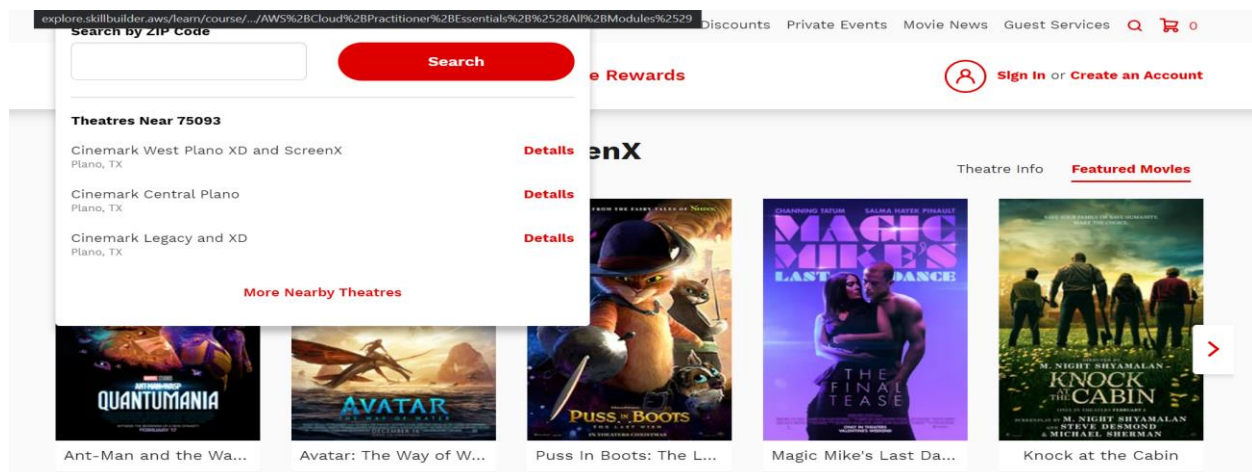
[URL: Closest cinemark near me](#)

[URL: Cinemark website](#)

Faculty searches for nearby Cinemark

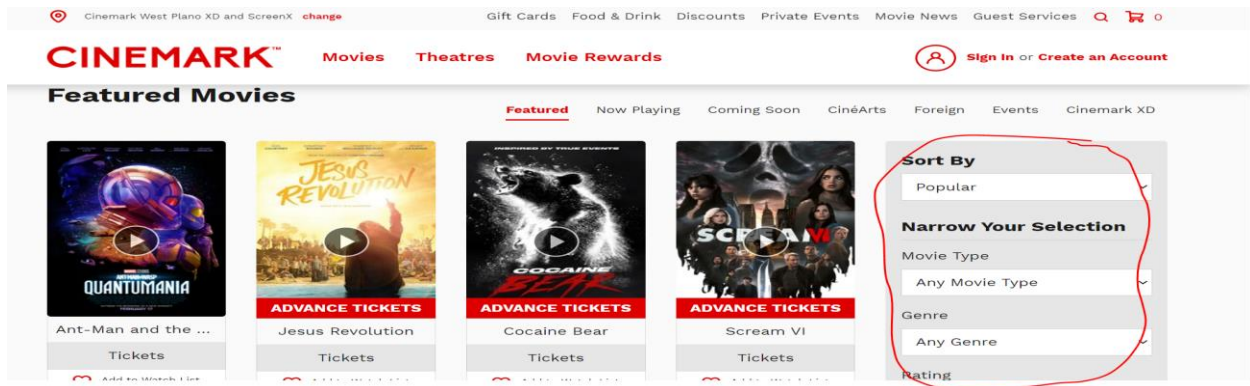


Navigate to the website and narrow down the search based on zipcode

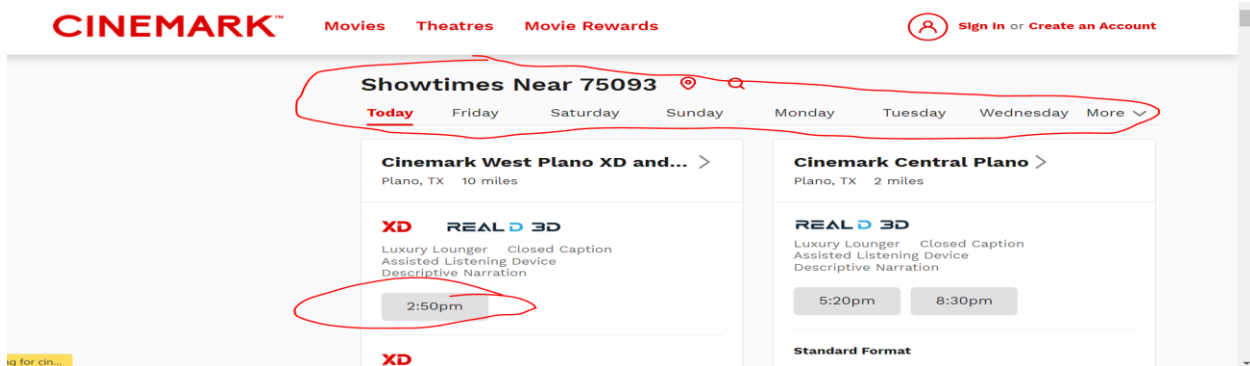


Filters the movie search by type, genre, rating, and popularity



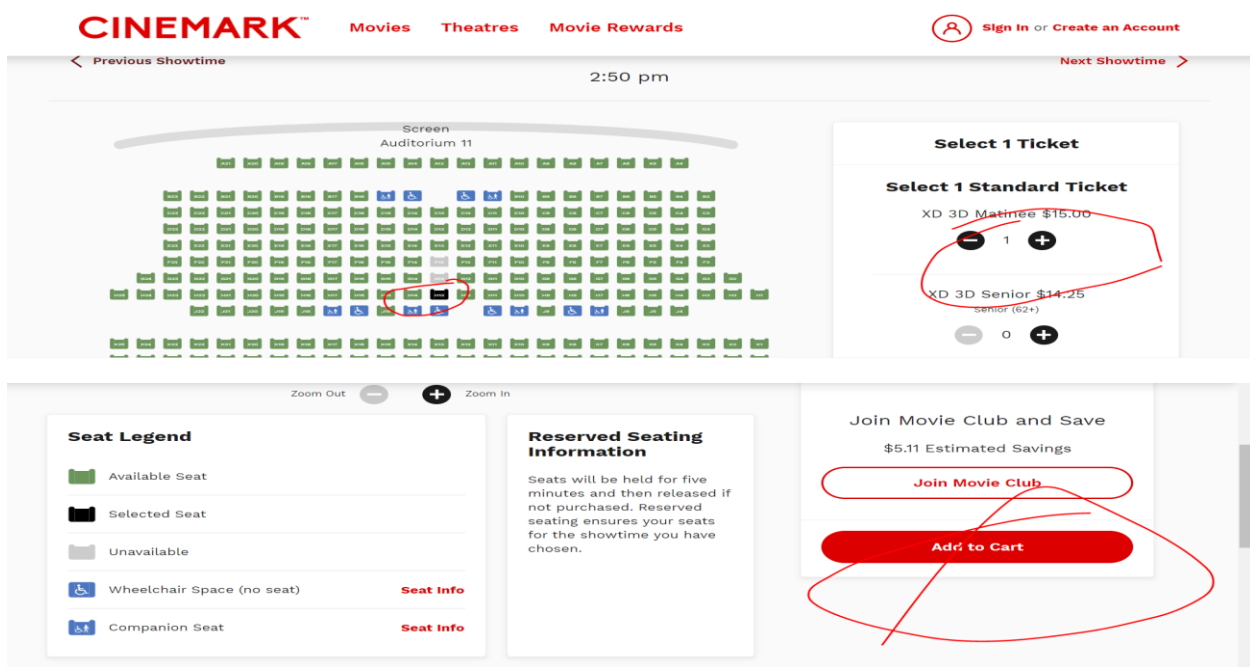


Faculty select the movie and looks for available show time



b. Booking seat

Select seat, select ticket and number of seat as 1



c. Make Payment

[URL: shoppingcart](#)

Ignore ordering food and drink, proceed to check out

**CINEMARK™** Movies Theatres Movie Rewards Sign In or Create an Account

**1 Ticket** \$15.00

**Food & Drink** -

**Subtotal** \$15.00

**Deliver To Seat**  
Get your snacks delivered to your seat.

**Guest Pickup**  
Pick up your order at your theatre's designated Guest Pickup area.

**Continue to Checkout**

**CINEMARK™** Movies Theatres Movie Rewards Sign In or Create an Account

**Ant-Man and the Wasp: Quantumania**  
XD Luxury Lounger RealD 3D

**Today at 2:50 pm**

**Cinemark West Plano XD and ScreenX**  
3800 Dallas Parkway, Plano TX 75093  
Auditorium 11

Tickets Price Qty  
XD 3D Matinee \$15.00 1  
Seats: H13

**Cart Summary**

1 Ticket \$15.00

Online Ticket Fees \$1.85  
\$1.85 per ticket. Online fees are waived when you're a Movie Club member.

Tax \$1.39

**Total \$18.24**

**Payment**  
Sign in to use saved payment information or pay by gift card. If you don't have an account, you can **register for a Cinemark account.**

**Sign In**

**Guest Checkout**

**Don't forget the co-stars!**  
It isn't a movie without the snacks. Order now to skip the line and get snacking faster!

**Add Snacks in a Tap**

Entered card details and promotion code. Received booking confirmation email.

Email Address  
abcd@gmail.com

**Payment Information**

**VISA** **MasterCard** **AMERICAN EXPRESS** **DISCOVER**

Learn More

Or Pay by Credit Card

**Card Number (no spaces)**  
634457887456

**Expiration Date**  
Jan 2023

**Billing ZIP Code**  
75024

**Card Security Code**  
723

**Gift Card**

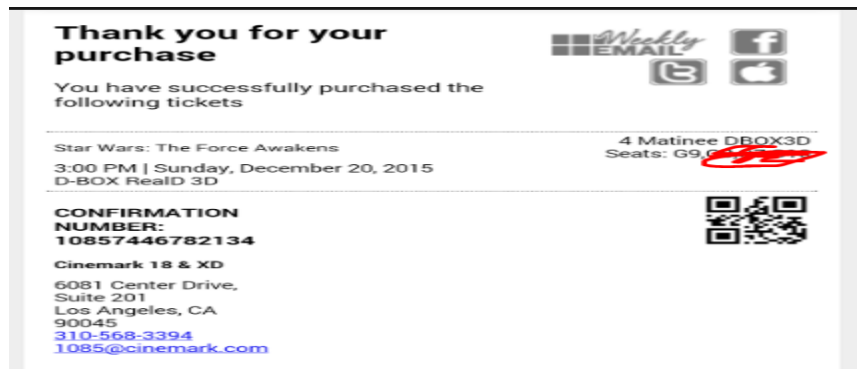
**Cinemark Supersaver**

**Promo Code**  
8970088676

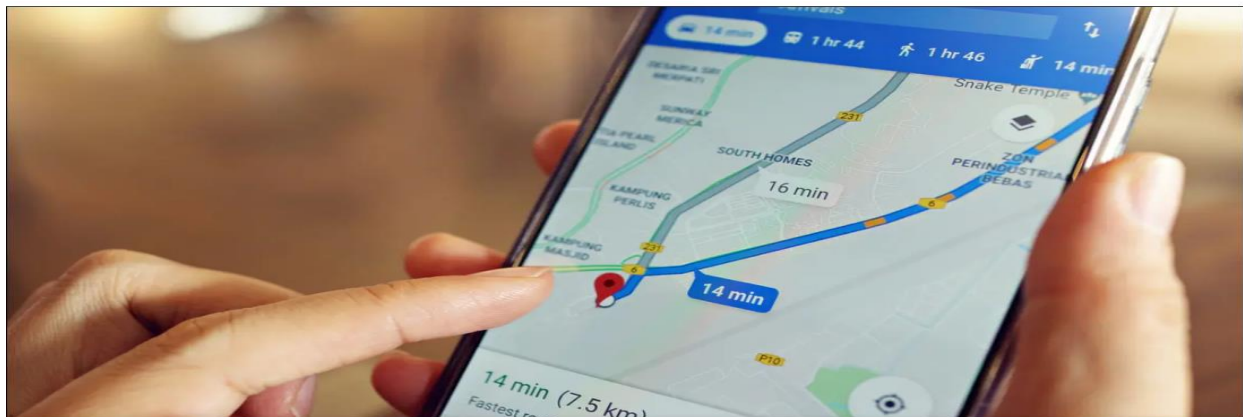
**Apply Code**

By completing your purchase, you agree to our **Terms & Conditions** and **Privacy Policy** and acknowledge that I am at least 16 years of age.

**Complete Purchase**



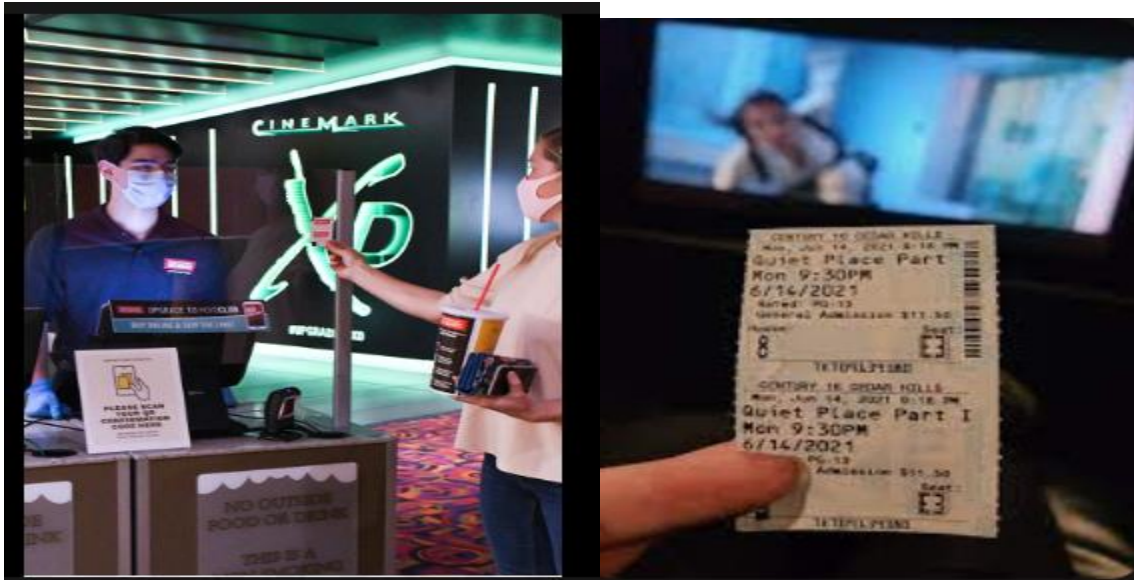
- d. Drive to Cinemark  
Set map, play music in the car





e. Scan the barcode

Going through the barcode scanning queue and receive printed ticket



f. Buying food and drinks



g. Waiting and looking around

Watching conversation of other people



h. Watching movie

Look for seat number, settle and adjust seat. Watch movie.



i. Using additional services

Order snack from cinema hall while watching movie using QR code available on the seat table



j. Using the restroom



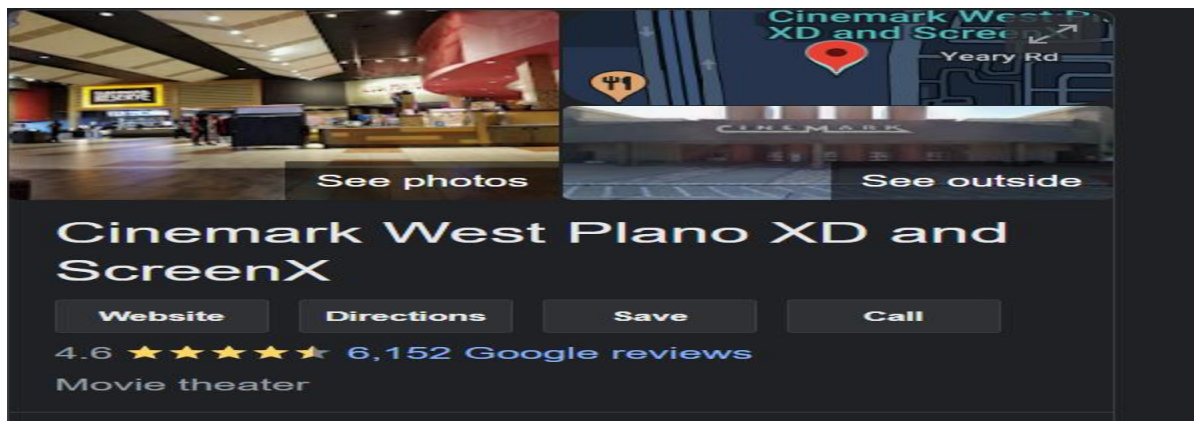
k. Exit Cinemark



l. Review the experience

URL: [rating and feedback](#)





Cinemark West Plano XD and ScreenX




Rashmi D R

Posting publicly ⓘ



Share details of your own experience at this place

 Add photos

Cancel

Post

