

REQUIREMENT ANALYSIS PHASE

Customer Journey Maps

Date	28 June 2025
Team ID	LTVIP2025TMID60545
Project Name	Cafeteria Menu Display Using Service now
Maximum Marks	4 Marks

Customer Journey Map : Cafeteria Menu Display Using ServiceNow

Persona: Office Employee who uses the cafeteria regularly

Stage	Actions	Thoughts	Emotions	Opportunities for Improvement
1.Awareness	Hears about the new digital cafeteria menu from HR or email.	"Finally, no more guessing!"	Curious, mildly excited	Clear onboarding with visuals or demo on how to access the system
2. Access	Logs into the ServiceNow portal or opens the mobile app to check the menu.	"I hope this is easy to use."	Interested, skeptical	Simplified UI/UX, mobile-friendly design
3. Navigation	Browses the menu by meal type, day, or dietary filter.	"Do they have something vegetarian today?"	Satisfied (if accurate), confused (if not intuitive)	Intuitive filtering, clear dietary labels, search options
4. Decision Making	Decides whether to eat in the cafeteria or order elsewhere.	"That sounds good. I'll eat in."	Confident, happy	Add photos, ratings, or meal highlights to support decision-making
5. Post-Use Feedback	Leaves feedback or ignores the system.	"It was great—maybe I'll leave a comment."	Indifferent to engaged	Simple feedback option (thumbs up/down), gamify engagement (e.g., meal polls)
6. Repeat Use	Returns daily or weekly to check updates.	"Let's see what's on today's menu."	Trusting, reliant	Enable notifications or subscriptions, remember preferences

Key Touchpoints

- ServiceNow Portal homepage
- Mobile app interface
- Email notifications
- Digital signage (if used)
- Feedback form or rating module

Pain Points

- Confusing interface
- Menu not updated
- Lack of dietary info
- Too many steps to find the menu

Moments of Delight

- Seeing their dietary preference labeled
- Getting a push notification with “Today’s Specials”
- Easy-to-read, mobile-friendly view while commuting