CUSTOMER JOURNEY MAP

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Team ID	LTVIP2025TMID31177
Project Name	To Supply Leftover Food to Poor

A Customer Journey Map is a visual or tabular representation that shows the step-by-step experience a customer goes through while interacting with a product, service, or organization.

This journey includes two main personas:

1. Food Donor (restaurant, caterer, household)

2. Food Receiver (poor person, NGO, or volunteer)

The 5 Stages of Customer Journey

Awareness   Consideration   Conversion   Retention   Advocacy

1. Awareness

- A problem or need is recognized, such as food going to waste or hunger in the community.

- Information about a possible solution becomes visible through apps, NGOs, social media, or word-of-mouth.

- Motivation is triggered by a sense of responsibility, empathy, or personal experience.

- Awareness spreads through community engagement, posters, events, or digital platforms.

2. Consideration

- The person thinks about whether to engage with the solution or service.

- They assess possible risks, benefits, or barriers (e.g., time, trust, legality, quality).

- Options are compared: who to trust, how to participate, and what's involved.

- External input is often sought (feedback from others, online reviews, past experience).

3. Conversion

- A decision is made to take action — like using a platform, contacting a service, or participating in an activity.

- Registration, communication, or a first-time use of the service happens.

- The initial experience is formed, shaping their impression and expectations.

- A successful outcome strengthens willingness to continue.

4. Retention

- The person chooses to return or continue engaging if the process is smooth, respectful, and effective.

- Trust and consistency keep them involved over time.

- Habits or schedules may form around participation.

- They begin to rely on the system or recommend it informally to others.

5. Advocacy

- Positive experience leads to sharing and recommending the solution to others.

- Word-of-mouth grows through conversations, community talks, or social media.

- The individual may assist others, promote the solution, or support it more actively.

- Their story inspires and builds trust for new users to join the system.

CUSTOMER JOURNEY MAP

Stage	Food Donor (restaurant, caterer or housel)	Food Receiver (poor person, NGO/voluιt)	Food Receiver (poor person, NGO/I)
Awareness	Realizes there's leftover food after an event, restaurarnt shift, or home meal	Concerned about legal issues, hygiene, or lack of transport.	Concerned about legal Issues, hygiene, or lack of transport.
Consideration	Should I throw it or give it away? Starts searching for donation	Concerned about legal issues or lack of troyr food	Learns food or gets denied du delay or shortage.
Retention	Discovers a food donation app or nearby NGO. Decides to offrer food	Decides after NGO/ app or hears from Decides to try	Receives food or gets denied to try
Advocacy	May not get feedback about whether food was useful Feels disconnected	May not get feedback about whether food helped	Frustrated by uncertainty, wants dignity and reliabi-
Advocacy	Wants confirmation that food helped someone More likely to donate again	No feedback loop Feels disconnected from outcome	Frustrated by uncertainty, wants dignity in process