







## Customer Journey Map

Stage	User Goal	Touchpoints	User Actions	Pain Points	Opportunities
<b>1.Awareness</b>	Know about the initiative	Website, Social Media, NGOs, Word-of-mouth	Hears about FoodConnect from social media or NGO outreach	Lack of awareness about how food donations work	Use social media campaigns, partner with colleges/restaurants for promotion
<b>2.Sign-Up</b>	Join as Volunteer or Donor	Salesforce Sign-Up Form, FoodConnect Portal	Volunteers/Donors fill forms (Venue, Volunteer info) via Flow/Lightning Pages	Technical difficulty signing up for non-tech users	Simplify UI, enable mobile app version
<b>3.Matching</b>	Match donors with nearby drop-off points	Salesforce App: Automated via Distance Calculation & Sharing Rules	System calculates distance between Venue and Drop-Off Points	Delay in matching if data is incorrect or missing	Real-time alerts, geolocation validation
<b>4. Food Collection</b>	Drop off leftover food at designated point	Drop-Off Points, Volunteers, Task Module	Volunteer picks up food and marks task in system	No-shows, late pickups	Send reminders, allow live status updates
<b>5. Delivery</b>	Distribute food to poor	Volunteers, NGO Partners	Volunteers deliver food, log Execution Details	Tracking delivery efficiency, last-mile coverage	GPS tracking, feedback from receivers
<b>6. Feedback</b>	Rate the experience, provide suggestions	Feedback form in Task Object, Phone/Email	Volunteer or NGO fills rating & feedback on Salesforce	Lack of feedback collection from end beneficiaries	Use offline survey teams, SMS-based feedback from food receivers
<b>7.Reporting</b>	Monitor impact and food distribution analytics	Reports, Dashboards in Salesforce	Admins/NGOs view reports (Volunteer Tasks, Drop-off analysis, etc.)	Difficult to make decisions without clear data	Improve dashboards, add insights like “Meals Delivered Per Day”

# Customer Journey Map

To Supply Leftover Food to Poor

CUSTOMER ACTIONS	Food Donation	Pickup Coordination	Food Collection	Delivery	Food Distribution
CUSTOMER THOUGHTS	Submits leftover food details	Volunteer views task d plans pe pickup	Volunteer drops off fond venue	I hope the food bank can handle this delivery	I'm grateful for this meal
CUSTOMER EMOTIONS	I hope this food can help someone in need	I need to schedule the pickup efficiently	I must ensure the food stays trosh	I.opee he food bank taxe de-teneir	
OPPORTUNITIES					
OPPORTUNITIES	Encouraging more venues to donate food	Improving task assignment and scheduling	Improving coordination we/ drop-off points	Improving coordination with drop-off points	Increasing awareness among poor communities