CUSTOMER JOURNEY MAP: GRABBING A QUICK CUP OF COFFEE

SAM FRIEDMAN
23 • Student

SCENARIO:

Sam is looking for the menu of a new coffee shop near campus; he wants to be sure they sell his favorite drink before he stops in between his classes.

GOALS/ EXPECTATIONS:

Sam doesn't want to spend a lot of money on his favorite coffee drink; it is also important to him to know where his coffee comes from and how it is sourced.

	DISCOVERY	EXPLORATION	COMPARISON	DECISION
ACTIONS	***ACTION:*** *Sam searches for Brewed Awakening's website on his mobile phone.* ***RESULT:*** *Brewed Awakening's website is among the search results and Sam is able to access it.*	***ACTION:*** *Sam clicks around the website to find the menu and location.* ***RESULT:*** *He learns the coffee shop is close by and hosts an online menu for the types of drinks they offer.*	***ACTION:*** *Sam compares Brewed Awakening to other area shops he has visited in the past.* ***RESULT:*** *Sam confirms Brewed Awakening offers quality coffee at affordable prices; it might be worth a try.*	***ACTION:*** *Sam decides to head over to Brewed Awakening to order his favorite drink.* ***RESULT:*** *The shop's website was able to connect Sam to the information he was searching for.*
FLOW	*"Oh man, I'm running late!"* *"What's up with that new coffee joint?"*	*"How close is this place? Can I walk from campus?"* *"This place seems kind of cool."*	*"Sustainably-sourced coffee and a fun atmosphere? I'll check it out."*	*"Just as advertised!"* *"Finally, a local coffee shop close to campus I can feel good supporting."*
EMOTIONS	• *Sam feels rushed in between classes; he doesn't have a lot of time to grab coffee.* • *Sam is curious about the new coffee shop and wants to learn more.*	• *Sam likes the images of the interior of the shop; they help him get a feel for the environment and what to expect.* • *Sam appreciates that it was easy to find the shop's location and menu online.*	• *Sam is relieved the coffee shop offers quality, affordable coffee in walking distance of campus.*	• *Sam feels happy he can support a local business instead of a national chain.* • *Sam appreciates that Brewed Awakening is as advertised online.*
OPPORTUNITIES	• *Ensure the business will appear on Google Maps to make sure it is easy for customers to find.*	• *Ensure the website is easy to navigate; the location information should be prominent.*	• *Ensure the website hosts relevant information in a way that is easy for customers to access.* • *Ensure the website features content to help customers understand the shop's business practices.*	• *Ensure the location accurately reflects what is advertised on the website. Images of the products and their descriptions should align.*