

CUSTOMER JOURNEY MAP: FINDING A NEW COFFEE SHOP



MARIA TORRES
29 • Writer

SCENARIO:

Maria is looking for a new coffee shop with a relaxed, quiet atmosphere where she can sit and stay for a while and focus on her writing.

GOALS/ EXPECTATIONS:

Maria prefers to work from local shops because the baristas tend to be more warm and friendly to remote workers than those at national chains.

		DISCOVERY	EXPLORATION	COMPARISON	DECISION
ACTIONS	ACTIONS	ACTION: Maria searches for local coffee shops on her laptop before leaving home.	ACTION: Maria clicks around the Brewed Awakening website.	ACTION: Maria notices there are no planned events at the coffee shop for today.	ACTION: Maria heads to Brewed Awakening to try to get some writing done for work.
		RESULT: Brewed Awakening's website is among the search results and Maria selects it.	RESULT: She gets a feeling for the local shop and discovers they offer free WiFi and a quiet environment for remote workers.	RESULT: Brewed Awakening seems inviting for remote and freelance workers; it seems worth a try.	RESULT: Maria decides Brewed Awakening is a great shop and she can't wait to return on another day.
EMOTIONS	EMOTIONS	<ul style="list-style-type: none">• Maria feels stressed that her favorite coffee shop is closed.• Maria is frustrated she needs to find a replacement-and fast!	<ul style="list-style-type: none">• Maria appreciates the website advertises their stance on WiFi; the images of the café make the shop seem like it will be welcoming.	<ul style="list-style-type: none">• Maria feels relieved there isn't too much going on at the shop today.• Maria is still not happy her favorite coffee shop is closed, but she will give this new place a fair chance.	<ul style="list-style-type: none">• Maria enjoys her time at Brewed Awakening; she plans to return in the future.
		<ul style="list-style-type: none">• Ensure the website is optimized with SEO to ensure it is easy for new customers to find in search results.	<ul style="list-style-type: none">• Ensure the website features quality images so customers can get a feel for the shop's design and aesthetic.	<ul style="list-style-type: none">• Ensure the website hosts relevant information in a way that is easy for customers to access.• Ensure in-person events the shop is hosting are easy to find.	<ul style="list-style-type: none">• Ensure staff is friendly and the environment is clean and welcoming so customers want to return.
		OPPORTUNITIES	OPPORTUNITIES	OPPORTUNITIES	OPPORTUNITIES