

GROUP-1

LUNCH BOX

USER JOURNEY MAP

| Steps | Onboarding | Profile Setup | Meal Selection and Subscription | Order and Delivery | Eating Experience and Feedback |
|---------------|--|---|--|---|--|
| Actions | <ul style="list-style-type: none">Signing up,Understanding how the app worksExploring pricing plans | <ul style="list-style-type: none">Setting dietary preferences,Meal frequencySubscription duration | <ul style="list-style-type: none">Choosing meal plans (veg, non-veg, diabetic-friendly, high-protein, etc.), subscribing to a dabba service. | <ul style="list-style-type: none">Placing an order, tracking real-time delivery, receiving the meal. | <ul style="list-style-type: none">Unpacking and consuming the meal, assessing taste, portion size, and freshnessReviewing meals, providing ratings, adjusting preferences, renewing subscriptions |
| Feelings | <ul style="list-style-type: none">I hope this app helps me get healthy and affordable meals! | <ul style="list-style-type: none">Customizing my meal preferences is great, but it's taking some time | <ul style="list-style-type: none">Lots of options! But which plan should I choose? | <ul style="list-style-type: none">Hope my food arrives fresh and on time! | <ul style="list-style-type: none">Wow, this is delicious and feels homemade!I'll subscribe again! Maybe I should try a new menu next time. |
| Opportunities | <ul style="list-style-type: none">Provide a meal quiz to suggest the best plan for users. <p>How might we address these pain points? How big is the opportunity if we correct this pain point? What are new ways to serve this person?</p> | <ul style="list-style-type: none">Make setup quicker with pre-set diet plans and recommendations | <ul style="list-style-type: none">Offer flexible plans with pause/resume features | <ul style="list-style-type: none">Improve delivery tracking with real-time updates and estimated arrival time | <ul style="list-style-type: none">Provide reheating instructions and ingredient breakdown for transparencyReward users with discounts for consistent orders and referrals |

