Date	28 June 2025
Team ID	LTVIP2025TMID60591
Project Name	Cafeteria Menu Display
Maximum Marks	4 Marks

🚶 Customer Journey Map: Cafeteria Menu Display in ServiceNow

Stage	User Coals	Touchpoints	Emotions	Pain Points	Opportuniti
Stage					es

1.	Know where	Email,	Confused,	Doesn't	Promote the
Awarenes	to find the	Intranet,	Curious	know where	ServiceNow
S	cafeteria	Posters,		to check the	portal & mobile
	menu	Word of		daily menu	app as the
		Mouth			central menu
					hub
2. Access	Open the	ServiceNo	Hopeful,	Hard to find	Add homepage
	menu on	w Portal,	Expectant	the menu	shortcut or
	mobile or	Now		section, too	widget; use
	desktop	Mobile App		many clicks	clear "Cafeteria
	easily				Menu" label
3.	View today's	Menu	Interested,	Poor UI,	Add filters,
Browsing	and	dashboard,	Engaged	lacks filters	images,
	upcoming	Meal		(e.g.,	nutritional info,
	menu options	filters,		veg/vegan),	improve UI
		Calendar		slow loading	responsiveness
		view			
4.	Decide what	Menu	Informed,	Unclear dish	Use icons/tags
Decision	to eat or if	details,	Satisfied	descriptions	(e.g., spicy,
Making	they should	Ratings,		, no ratings	vegan), add dish
	bring lunch	Feedback,		or dietary	ratings and
		Special		tags	reviews
		Items			
		Highlighted			
5.	Get food	Cafeteria	Mixed:	Long	Sync kitchen
Mealtime	without	experience	Content or	queues,	updates to app,
	surprises or	, Line	Disappointe	menu	allow "out of
	delays	waiting	d	mismatch,	stock" flags

				unavailable items	
6. Feedback	Share opinion or suggest improvement s	Feedback form, Star ratings, Surveys	Empowered, Appreciated	No easy way to give feedback, feels unheard	Simple feedback interface + real- time acknowledgmen t
7. Reflection	Look back on what they liked, plan for next time	Menu history, Ratings view	Grateful, Confident	Forget what they liked last time, repeats disliked dishes	Allow users to "favorite" dishes, view past feedback and trends

Optional Journey for Cafeteria Admin

Can also be mapped if needed — including stages like login \rightarrow create menu \rightarrow submit \rightarrow edit/update \rightarrow view feedback \rightarrow generate reports.