

Coffee Trip Experience Map

Celine Djomoah

Persona

Lauren, 20, medical science student

Scenario

Lauren is going to get coffee from Cafe Nero before she starts her class.

Expectations

- quality coffee/great taste
- short wait time
- clean coffee cup

Understand

1. Concludes that iced latte is needed before class
2. Gets ready to go get latte
3. Decides what flavor of coffee is needed and where to buy from

Travel

4. Walks to Cafe Nero

Experience

5. Stands in line
6. Buys vanilla iced latte
7. Puts coffee cup sleeve around cup and inserts paper straw
8. Leaves store to walk back home
9. Drinks iced latte

Reflection

10. Recommends coffee to roommates
11. Takes picture of latte to share online

User Actions

User Feeling

Pain Points

Possible Solutions



"I really wish I had some coffee"



"This walk to Cafe Nero is so nice"



"The line here is so long "

"The coffee is being made"



"This coffee is amazing"



"I need to tell Dan how good this is"

- Line at Cafe Nero long
- Had to put on own coffee sleeve

- Cafe Nero has no official Instagram page to tag

- Offer app services or divide lines into sections for faster transactions and shorter wait times

- Put coffee drink in coffee cup sleeve before handing to customer

- Offer an application for users to review products and services