

# CoffeeCo customer journey map



Christy  
Working professional  
Single, 28



Notice a CoffeeCo shop  
down the street

Thinking if she should  
stop by for a drink for  
her routine caffeine fix

Looks at the menu to  
select a drink

Queue, make payment,  
and wait for the drink

Find a table

## Potential pain points

- |  |  |  |  |   |
|--|--|--|--|---|
| <ul style="list-style-type: none"> <li>• Not aware of the location of the nearest store when travelling</li> </ul> | <ul style="list-style-type: none"> <li>• Noticed there is a long queue in store</li> </ul> | <ul style="list-style-type: none"> <li>• Irritated that the barista does not remember her favourite drink when travelling</li> </ul> | <ul style="list-style-type: none"> <li>• Long line at the cashier</li> <li>• Waited very long for the drink</li> </ul> | <ul style="list-style-type: none"> <li>• Unable to find a table because the store is packed with customers</li> </ul> |
|--|--|--|--|---|

## Potential delighters

- |  |   |  |  |  |
|--|---|--|--|--|
| <ul style="list-style-type: none"> <li>• Found out that the nearest store is within 200m walking distance</li> </ul> | <ul style="list-style-type: none"> <li>• Noticed there is a ongoing promotion in-store</li> </ul> | <ul style="list-style-type: none"> <li>• Noticed the store introduced new festive drink</li> </ul> | <ul style="list-style-type: none"> <li>• Receive warm greeting by cashier</li> <li>• Got a personalized drink</li> </ul> | <ul style="list-style-type: none"> <li>• Managed to find a nice spot in the store to enjoy the coffee</li> </ul> |
|--|---|--|--|--|

## Sample email to Project Leader

Dear <Name>,

Based on my initial research, I suggest we should focus on pain points in the “awareness” and “order selection” stages of the customer journey.

From my research, my hypothesis is that customer personalization in these two areas will have a greater positive impact on overall revenue by increasing both purchase frequency and size of purchase. For example, in the “awareness” stage, personalized messages can potentially increase customer’s top-of-mind awareness and get them to purchase more often. In addition, personalized recommendations during the “order selection” stage could potentially drive higher conversion and increase the ticket size of customers.

If you agree, I will continue to detail out these two features.

Kind regards,  
<Name>

# CoffeeCo App can be improved via these features

1

## Increase purchase

- Behavioural pattern triggers (E.g. Remind customers to purchase favourite drink based on data from purchase history)
- Geo-location targeting (E.g. Alerts on new store opening / new product in-store / new promotions in-store / nearby stores)
- Time-based personalized offers (E.g. Remind customers of time lapse since previous purchase)
- Weather-sensitive personalization (E.g. Recommend a hot drink when it is raining or when the weather cold)
- Celebratory greetings / messages (E.g. triggered based on country-specific external events or cross-reference with profile)

2

## Improve ordering experience

- Mobile feature to pay online and collect in-store (E.g. Have a separate line to collect the drinks)
- Mobile app allows you to reorder your last order or favourite drink

3

## Improve mobile UI/UX

- Shorten processing from opening of App to online checkout
- Increase app usage time
- Order your drinks in 3 clicks