

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

Potential delighters

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

1

Category 1

- Feature 1
- Feature 2
- Feature 3

2

Category 2

- Feature 1
- Feature 2
- Feature 3

3

Category 3

- Feature 1
- Feature 2
- Feature 3