

## REQUIREMENT ANALYSIS PHASE

### Customer Journey Maps

#### Customer Journey Map : Cafeteria Menu Display Using ServiceNow

Persona: Office Employee who uses the cafeteria regularly

Stage	Actions	Thoughts	Emotions	Opportunities for Improvement
1.Awareness	Hears about the new digital cafeteria menu from HR or email.	"Finally, no more guessing!"	Curious, mildly excited	"It was great —
	Logs into the ServiceNow portal			5. Post-Use Leaves feedback or Indifferent to
2. Access	or opens the mobile app to check the menu.	"I hope this is easy to use."	Interested, skeptical	ma ybe I'll leave
3. Navigation	Browses the menu by meal type, day, or dietary filter.	"Do they have something vegetarian today?"	Satisfied (if accurate), confused (if not intuitive)	Feedback ignores the system. engaged a c o m m e n t . ,
	Decides whether to eat in the cafeteria or order elsewhere.	"That sounds good. I'll eat in."	Confident, Making	

	Returns daily or weekly to check updates.	“Let’s see what’s on today’s menu.”	Trusting, reliant	Add photos, ratings, or meal highlights to support decisionmaking
		1		Simple feedback option (thumbs up/down), gamify engagement (e.g., meal polls)
Clear onboarding with visuals or demo on how to access the system				
Simplified UI/UX, mobile-friendly design				Enable notifications or subscriptions, remember preferences
Intuitive filtering, clear dietary labels, search options				

**Key Touchpoints**

- ServiceNow Portal homepage
- Mobile app interface
- Email notifications
- Digital signage (if used)
- Feedback form or rating module

**Pain Points**

- Confusing interface
- Menu not updated
- Lack of dietary info
- Too many steps to find the menu

**Moments of Delight**

- Seeing their dietary preference labeled
- Getting a push notification with “Today’s Specials”
- Easy-to-read, mobile-friendly view while commuting