

Customer Journey Map Document

Date	19 JUNE 2025
Team ID	LTVIP2025TMID31579
Project Name	To Supply Leftover Food to Poor
Maximum Marks	

1. Overview

The Customer Journey Map outlines the experience of users (donors, recipients, and volunteers) as they interact with the food donation platform. This map helps identify key touchpoints, actions, emotions, pain points, and opportunities for improvement throughout the journey.

2. Customer Journey Stages

The customer journey is divided into the following stages:

2.1. Awareness

- **Touchpoints:** Social media, community events, word of mouth.
- **Actions:** Users learn about the platform and its mission to reduce food waste and help those in need.
- **Emotions:** Curiosity, hope.
- **Pain Points:** Lack of awareness about the platform's existence.
- **Opportunities:** Increase marketing efforts, collaborate with local businesses and organizations.

2.2. Consideration

- **Touchpoints:** Website, informational brochures, testimonials.
- **Actions:** Users explore the website, read about the process, and check testimonials from other users.
- **Emotions:** Interest, skepticism.
- **Pain Points:** Uncertainty about the process and trustworthiness of the platform.
- **Opportunities:** Provide clear information, success stories, and FAQs to build trust.

2.3. Registration

- **Touchpoints:** Online registration form, email confirmation.
- **Actions:** Users sign up to become donors or recipients.
- **Emotions:** Excitement, apprehension.
- **Pain Points:** Complicated registration process, technical issues.
- **Opportunities:** Simplify the registration process, offer support during registration.

2.4. Donation Request

- **Touchpoints:** Mobile app, website dashboard.
- **Actions:** Donors list available food items, recipients request food.
- **Emotions:** Satisfaction, anxiety (for recipients).
- **Pain Points:** Difficulty in listing items, lack of real-time updates.
- **Opportunities:** Enhance user interface, provide real-time notifications.

2.5. Logistics Coordination

- **Touchpoints:** Notification system, logistics management tools.
- **Actions:** Users coordinate pickup and delivery of food.
- **Emotions:** Stress, relief.
- **Pain Points:** Miscommunication, scheduling conflicts.
- **Opportunities:** Implement automated scheduling and reminders.

2.6. Feedback and Follow-Up

- **Touchpoints:** Email surveys, feedback forms.
- **Actions:** Users provide feedback on their experience.
- **Emotions:** Contentment, frustration (if issues arise).
- **Pain Points:** Lack of follow-up, unaddressed concerns.
- **Opportunities:** Regular follow-ups, address feedback promptly.

Dataset

25 JULY 2025
Leftover Food Distribution System

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◆ Donor Object

Donor Object
<ul style="list-style-type: none"> • Name (Text) • Email (Email) • Phone (Phone)

- Name (Text)
- Email (Email)
- Phone (Phone)
- Donor Type (Picklist: Individual, Restaurant)
- Address (Long Text Area)

◆ FoodItem Object

Fooditem Object
<ul style="list-style-type: none"> • Item Name (Text) • Quantity (Number) • Expiry Date (Date) • Donor (Lookup)

- Item Name (Text)
- Quantity (Number)
- Expiry Date (Date)
- Prepared Time (Time)
- Pickup Status (Picklist Pending, Picked Up, Expired)
- Donor (Lookup Donor)

◆ Volunteer Object

Volunteer Object
<ul style="list-style-type: none"> • Name (Text) • Phone (Email) • Email (Email)

- Name (Text)
- Phone (Phone)
- Email (Email)
- Availability Zone (Text)
- Assigned Pickup (Lookup FoodItem)

◆ NGO/Recipient Object

NGO/Recipient Object
<ul style="list-style-type: none"> • Organization Name (Text) • Contact Person (Text) • Email (Email) • Shone (Phone) • Service Zone

- Organization Name (Text)
- Contact Person (Text)
- Email (Email)
- Phone (Phone)
- Service Zone (Text)

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3. Customer Journey Map Diagram

Below is a diagram representing the customer journey for your project:

<ul style="list-style-type: none">Community Events	<ul style="list-style-type: none">Brochures	<ul style="list-style-type: none">Email Confirmation	<ul style="list-style-type: none">Dashboard	<ul style="list-style-type: none">Logistics Tools
Actions:	Actions:	Actions:	Actions:	Actions:
<ul style="list-style-type: none">Learn about	<ul style="list-style-type: none">Explore website	<ul style="list-style-type: none">Sign up	<ul style="list-style-type: none">List food items	<ul style="list-style-type: none">Coordinate pickup
the platform	<ul style="list-style-type: none">Read testimonials	<ul style="list-style-type: none">	<ul style="list-style-type: none">Request food	<ul style="list-style-type: none">
Emotions:	Emotions:	Emotions:	Emotions:	Emotions:
<ul style="list-style-type: none">Curiosity	<ul style="list-style-type: none">Interest	<ul style="list-style-type: none">Excitement	<ul style="list-style-type: none">Satisfaction	<ul style="list-style-type: none">Stress
<ul style="list-style-type: none">Hope	<ul style="list-style-type: none">Skepticism	<ul style="list-style-type: none">Apprehension	<ul style="list-style-type: none">Anxiety	<ul style="list-style-type: none">Relief
<ul style="list-style-type: none">				
Pain Points:	Pain Points:	Pain Points:	Pain Points:	Pain Points:
<ul style="list-style-type: none">Lack of awareness	<ul style="list-style-type: none">Uncertainty	<ul style="list-style-type: none">Complicated form	<ul style="list-style-type: none">Difficulty in	<ul style="list-style-type: none">Miscommunication
<ul style="list-style-type: none">			listing items	<ul style="list-style-type: none">Scheduling conflicts
<ul style="list-style-type: none">				
Opportunities:	Opportunities:	Opportunities:	Opportunities:	Opportunities:
<ul style="list-style-type: none">Increase marketing	<ul style="list-style-type: none">Provide clear	<ul style="list-style-type: none">Simplify process	<ul style="list-style-type: none">Enhance UI	<ul style="list-style-type: none">Implement automation
<ul style="list-style-type: none">	information			

4. Conclusion

The Customer Journey Map provides a comprehensive overview of the user experience for the "To Supply Leftover Food to Poor" project. By identifying key touchpoints, actions, emotions, pain points, and opportunities, the project can enhance its services and improve user satisfaction, ultimately leading to a more effective food donation and redistribution system.