

Key	1. Awareness	2. Consideration	3. Ordering	4. Payment	5. Preparation	6. Delivery	7. Post-Delivery
Customer Emotions Feelings experienced by the customer at this stage of the journey.							
Customer Actions Actions taken by the customer at this stage of the journey.	Customer Actions Searches for food delivery options online, sees ad.	Customer Actions Visits the website/app, browses restaurant options.	Customer Actions Selects items, adds to cart, initiates checkout.	Customer Actions Enters payment details, confirms payment.	Customer Actions Receives estimated time of delivery, waits for order.	Customer Actions Tracks delivery, interacts with delivery person at handoff.	Customer Actions Rates order and provides feedback, if desired.
Frontstage Interactions Visible interactions between the service provider and the customer.	Frontstage Interactions Social media ads, Google search results, app promotions.	Frontstage Interactions Homepage UI, search filters, restaurant listings.	Frontstage Interactions Visible cart, checkout UI, order confirmation screen.	Frontstage Interactions Secure payment gateway interface, payment confirmation page.	Frontstage Interactions App provides real-time updates on order prep status.	Frontstage Interactions Map showing delivery progress, notification of arrival.	Frontstage Interactions Review prompt, feedback form, and customer service option in app.
Backstage Interactions Internal activities supporting the frontstage interactions.	Backstage Interactions Marketing team schedules and runs targeted ad campaigns.	Backstage Interactions Content management system updates, restaurant data maintenance.	Backstage Interactions Processes order in backend, calculates delivery time, checks restaurant availability.	Backstage Interactions Processes payment, verifies transaction status, sends payment confirmation.	Backstage Interactions Kitchen staff prepares order; backend system updates order status in real-time.	Backstage Interactions Dispatcher assigns delivery person, app guides delivery route.	Backstage Interactions Collects and analyzes feedback, flags complaints for support team follow-up.
Support Processes Processes, teams, and tools enabling the service delivery.	Support Processes Ad platforms (Google Ads, social media), CRM for targeted marketing.	Support Processes Restaurant data providers, CMS for listing updates.	Support Processes Payment gateway, inventory, restaurant API connections.	Support Processes Secure payment processing system (Stripe, PayPal).	Support Processes Order management system, kitchen display systems.	Support Processes GPS tracking system, dispatcher software, driver app.	Support Processes Customer feedback database, support ticketing system.
Physical Evidence Tangible items that impact customer perception, such as emails and receipts.	Physical Evidence Ads on social media, app notifications	Physical Evidence App interface, website layout	Physical Evidence Order confirmation email or app notification	Physical Evidence Receipt email, confirmation screen	Physical Evidence In-app status updates, SMS notification	Physical Evidence In-app map, "Order Arriving" notification	Physical Evidence Thank-you message, feedback form in app