USER JOURNEY MAP / How I book a table in Little Lemon

	Alissia De Beurs	Booking a table	EXPECTATIONS
	"That's how I book a table!"	A simple scenario to book a table in Little Lemon	• To book a table • To see menu and prices in advance • No calls

STEPS	STEP 1 ▶	STEP 2 ▶	STEP 3 ▶	STEP 4 ▶	STEP 5
GOALS	Try to find a new family friendly restaurant	Open Little Lemon website	See menu & prices	Check location & opening hours	Book a table
ACTIONS	1. Google "a family friendly restaurant" near me 2. Try to find a new restaurant from the list of the restaurants on the first Google page 3. See Little Lemon website	1. Click on Little Lemon website 2. Waiting to see Little Lemon website 3. See Little Lemon landing page	1. See Menu in navigation tab 2. Open Menu 3. See prices for main dishes 4. See prices for drinks 5. See prices for desserts	1. See either 'Contact us' or 'Book a table' in navigation 2. Open the page 3. See opening hours 4. See a system to book a table without calling Little Lemon	1. Provide contact info into a form to book a table 2. Click 'Book a table' 3. Get text & confirm
THOUGHTS	1. I hope I will find something new & nice 2. I hope my daughter would like the cuisine	1. Load faster!! 2. Uh... same cuisine...	1. Prices - check 2. Enough options to choose from - check 3. Calories & allergens - check	1. How far away it from me? 2. Can I book a table without any calls?	1. Everything works!
SAYS	1. I have only 10 minutes 2. I hope the menu specifies calories in the dishes	1. What are their frustrations? 2. What are their obstacles?	1. I like their prices 2. There are calories & allergens 3. Worth a try	1. I see a normal map 2. I see working hours 3. No need for any calls. Hooray!!	1. I'm done
EMOTIONS	😠 Annoyed	😠 Frustrated	🙂 Interested	😃 Happy	😃 Happy
TOUCHPOINTS	🖥️ 📱	🖥️ 📱	🖥️ 📱	🖥️ 📱	🖥️ 📱 👤
OPPORTUNITIES NOTES TODOS	1. Move Little Lemon in ranking so it would be the first in the Google search	1. Little Lemon should load fast 2. Business lunch should be extra visible during working days & working hours	1. Two menu - business lunch and normal menu 2. Menu should have pics, description, calories and allergens 3. Interior pictures for people in doubts	1. Should provide different maps - static, build-in and link to the google map	1. Register an user by Facebook credentials 2. Verify the phone user with a text 3. Notifications & discounts for loyal customers