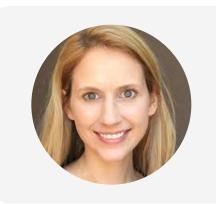
## USER JOURNEY MAP / How I book a table in Little Lemon



Alissia De Beurs "That's how I book a table!"

## Booking a table

A simple scenario to book a table in Little Lemon

## **EXPECTATIONS**

- To book a table
- To see menu and prices in advance
- No calls

**STEPS** 

STEP 1

STEP 2

STEP 3

STEP 4

GOALS

Try to find a new family friendly restaurant

Open Little Lemon website

See menu & prices

Check location & opening hours

1. See either 'Contact us' or

'Book a table' in navigation

Book a table

STEP 5

1. Provide contact info into a

form to 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
- 4 Coo o ovetem to b

3. See opening hours

2. Open the page

- 4. See a system to book a table without calling Little Lemon
- 3. Get text & confirm

2. Click 'Book a table'

**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



Нарру

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

- Register an user by Facebook credentials
- 2. Verify the phone user with a text
- 3. Notifications & discounts for loyal customers