

CUSTOMER JOURNEY MAP: CLEANING DISHES AFTER DINNER

Comments

A good meal is great, until you realize you have to clean the kitchen.

Not pre-cleaning the dishes leaves a bigger mess to clean up in the end.

Cleaning dishes is dirty enough, touching the food and the trash makes the experience even worse.

My sink is never big enough to fit all the dirty dishes in after a meal

Not having necessary cleaning supplies after I've started to clean dishes can be the worst experience because then you either have to leave the dishes, improvise, or go to the store to get soap.

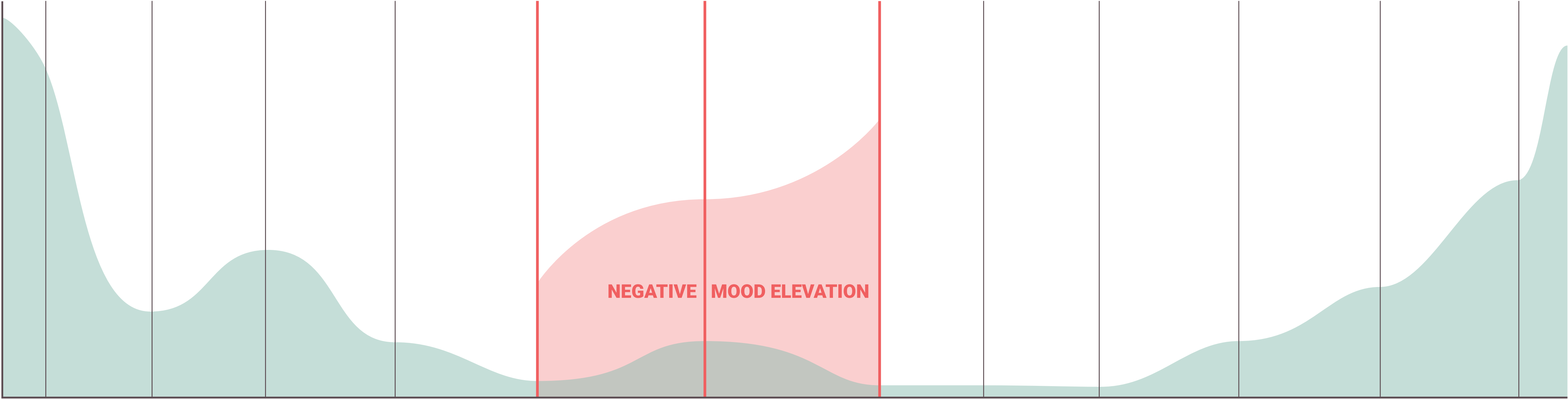
The never-ending cycle: wash, rinse, dry, repeat

Even though you just finished 'cleaning', you have to clean up after yourself, because washing dishes leaves a mess.

Lotion after washing dishes is necessary.

High Mood

Low Mood



Actions

Dinner is Finished Time to Clean Up Decide to Clean Pre-cleaning Scrape Food into Trash Organize Cleaning Assembly Line Ensure Clean Tools Turn on Water Scrubbing Dishes Place Dishes in Drying Rack Wipe Down Sink Area Post-cleaning Skin Care

Phases



Trigger Event

A family dinner can be a great time to catch up with everyone about their day, and to spend quality time together. After a satisfying meal, there is usually an elevation in mood before the realization hits that it is time to clean up, and this can lead to a very rapid drop in satisfaction.

Deciding to Clean

Once the decision to clean has been made, this could be followed by a slight up-tick in mood at the possibility of having a clean kitchen to start the next day, and not procrastinating with the chores. The mood slowly declines until it reaches the first low point in the process, having to scrape the food remaining on the dishes into the trash. This is the first **pain point** people experience in the process. If the trash is not close to the sink people have to either carry the trash over to the sink, or bring the dishes to the trash to scrape the remaining food off. Once the dishes have been pre-cleaned, the user then begins the task of organizing the dishes in the assembly line. This showcases another **pain point** in the process. If there are a lot of dishes than the sink is quickly filled and dirty dishes fill in the remaining counter space around the sink which can make it hard for users to pick up the next dish to clean if they are located further from the sink area.

Dish Washing

When the dishes are pre-cleaned and organized the user begins the task of washing the dishes. First the user has to confirm they have the proper cleaning tools. This can be a major **pain point** if the user is out of a certain cleaning product such as dish soap or clean scrub. If the user does not have the cleaning supplies, they must stop the task of cleaning dishes completely and either abandon until later, or go to the store to purchase the product. If the user has the tool, then they scrub the dirty dishes and place them in a drying rack in a continuous loop until the task of cleaning all of the dirty dishes is complete. This portion of the dish cleaning process has the lowest continual mood cycle of the entire process.

Post Dish Cleaning

Once the dishes are clean and drying the user begins the post dish cleaning of wiping down the sink area that might have gotten wet while the dishes were being cleaned.

Post Cleaning–Self Care

Once done the user washes their hands and applies lotion to protect hands from dry conditions of hot water. Mood is elevation, though not as high as before the process started.