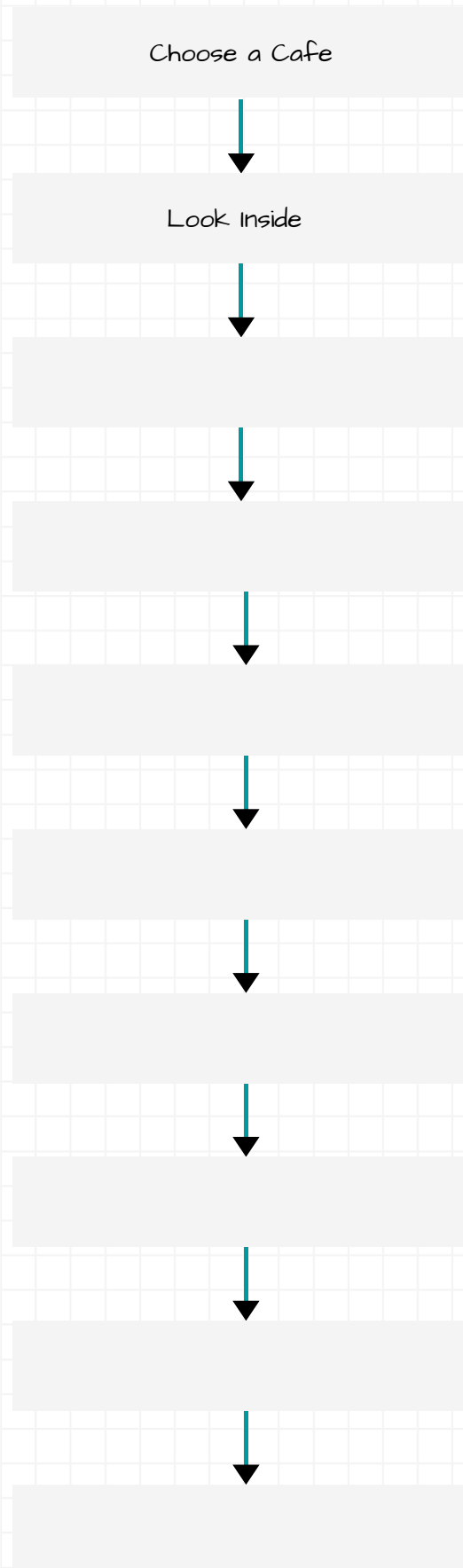


Homework Exercise

Task 1

Map the journey of the process of Placing a coffee order at a Cafe



Task 2

Add what pain points you will face & the opportunities for solutions at each stage of the journey.

Journey Mapping	Pain Points	Opportunities
Choose a Cafe		
↓		
Look Inside		
↓		
Decide to Stay		
↓		
Look at Menu		
↓		
Speak to server		
↓		
Place order		
↓		
Pay		
↓		
Receive order		
↓		
Spend time in cafe		
↓		
Depart		