

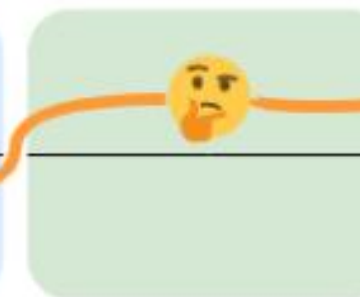



Food Rush

Customer Journey Map

	AWARENESS	CONSIDERATION	DECISION	LOYALTY AND ADVOCACY
Customer activities	Discover the app through social media, university campaigns, word of mouth	Compare app with alternatives (queues, existing delivery apps, cafeteria service)	Place an order through the app, pay online, receive notification when food is ready	Place an order through the app, pay online, receive notification when food is ready
Customer goals	Find a faster way to buy food without waiting in line	Decide if the app saves time and is convenient	Receive food faster and avoid waiting	Receive food faster and avoid waiting
Touchpoints	Social media, posters on campus, friends, university website	Social media, app store reviews, friends' opinions	App interface, payment gateway, notification system	App interface, payment gateway, notification system
Emotions				
Business goals	Increase awareness of the app among students	Increase number of new users testing the app	Increase active usage and reduce cafeteria queues	Increase active usage and reduce cafeteria queues
KPI	Number of students reached, downloads of the app	Number of new sign-ups, app installs	Number of daily orders, payment success rate, notification response time	Number of daily orders, payment success rate, notification response time
Organisational activities	Create marketing campaigns, collaborate with student unions, campus events	Offer promotions for first use, demonstrate app on campus	Improve app usability, integrate reliable payment systems, ensure kitchen workflow adapts	Improve app usability, integrate reliable payment systems, ensure kitchen workflow adapts