**REQUIREMENT ANALYSIS**

|  |  |
| --- | --- |
| Date | 29-05-2025 |
| Team ID | LTVIP2025TMID28821 |
| Project Name | TO SUPPLY LEFTOVER FOOD TO POOR |
| Maximum Marks | 4 Marks |

**Customer Journey Map**

**1. Introduction**

The **Customer Journey Map (CJM)** is an essential tool used to visualize the end-to-end experience of users while interacting with a platform, service, or product. In the context of the *“To Supply Leftover Food to the Poor”* initiative, the CJM captures the touchpoints, pain points, emotions, and needs of two core personas: **Food Donors** and **NGO Coordinators**.

Creating a comprehensive journey map helps identify critical opportunities to improve user experience, streamline operations, and design a solution that’s not only functional but also human-centered.

**2. Key Personas in the Journey**

The mapping revolves around two primary actors:

* **Persona A: Restaurant Manager (Food Donor)** – Represents hotels, restaurants, or caterers willing to donate surplus food.
* **Persona B: NGO Coordinator (Food Recipient)** – Represents NGOs and community kitchens seeking donated food for redistribution.

**3. Customer Journey Phases**

Each customer undergoes multiple stages of interaction. The key journey phases include:

1. **Awareness & Interest**
2. **Registration & Onboarding**
3. **Donation Posting / Opportunity Discovery**
4. **Matching & Confirmation**
5. **Pickup & Delivery**
6. **Feedback & Impact Reporting**

**4. Phase-Wise Journey Mapping**

**Phase 1: Awareness & Interest**

| **User** | **Actions** | **Touchpoints** | **Emotions** | **Pain Points** |
| --- | --- | --- | --- | --- |
| Donor | Hears about platform via news or peer recommendation | Website, Flyers, Social Media | Curious, Cautious | Uncertain about process, benefits, or legal risk |
| NGO | Invited by local campaign or receives a referral | Emails, Events | Hopeful, Skeptical | Concern about legitimacy and consistency |

**Phase 2: Registration & Onboarding**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **User** | **Actions** | **Touchpoints** | **Emotions** | **Pain Points** |
| Donor | Creates account and verifies credentials | Online Registration Portal | Motivated, Slightly Confused | Forms may seem lengthy, unclear liability clauses |
| NGO | Registers organization and uploads verification documents | Experience Portal | Determined, Overloaded | Struggles with technical requirements or approvals |

**Phase 3: Donation Posting / Opportunity Discovery**

| **User** | **Actions** | **Touchpoints** | **Emotions** | **Pain Points** |
| --- | --- | --- | --- | --- |
| Donor | Posts food availability (type, quantity, time) | Donation Form | Empowered, Expectant | Wants real-time response, fears food might go to waste |
| NGO | Receives food alert near their service area | SMS, Dashboard | Excited, Rushed | Needs to act quickly before offer expires, uncertainty about food suitability |

**Phase 4: Matching & Confirmation**

| **User** | **Actions** | **Touchpoints** | **Emotions** | **Pain Points** |
| --- | --- | --- | --- | --- |
| Donor | Sees NGO matched and confirms pickup | Confirmation Notification | Relieved, Curious | Wants update on actual pickup and impact |
| NGO | Accepts donation and assigns volunteer | NGO Dashboard | Productive, Pressured | Needs real-time coordination tools, lacks transport visibility |

**Phase 5: Pickup & Delivery**

| **User** | **Actions** | **Touchpoints** | **Emotions** | **Pain Points** |
| --- | --- | --- | --- | --- |
| Donor | Hands over food at designated time | Physical location, SMS update | Satisfied, Hopeful | Wonders whether food was delivered and how |
| NGO | Picks up food and delivers to shelter | Volunteer App, Maps | Responsible, Fulfilled | Faces traffic, delivery delays, or lack of tracking tools |

**Phase 6: Feedback & Impact Reporting**

| **User** | **Actions** | **Touchpoints** | **Emotions** | **Pain Points** |
| --- | --- | --- | --- | --- |
| Donor | Views dashboard summary of impact | Donor Portal | Inspired, Proud | Desires more stories/feedback on beneficiaries |
| NGO | Closes delivery ticket, updates beneficiary info | NGO Portal | Accomplished, Busy | Reporting tools may be time-consuming or lacking templates |

**5. Key Insights**

From the journey map, several valuable insights emerge:

* **Timeliness is critical** in all phases—from donation posting to pickup.
* **Ease of use** in forms, apps, and maps plays a major role in adoption, especially for non-technical users.
* **Communication must be proactive and clear**—using both SMS and email in real-time helps users stay in sync.
* **Impact visibility builds trust**—donors want to know their contribution made a difference; NGOs want tools for showcasing impact to donors and funders.

**6. Recommendations Based on Journey Analysis**

* Simplify onboarding workflows using guided tutorials or tooltips.
* Prioritize mobile responsiveness to support users on-the-go.
* Automate pickup reminders and confirmation messages.
* Use real-time status trackers for each donation request.
* Offer analytics dashboards with custom filters for both NGOs and Donors.
* Include qualitative impact elements—like photos or testimonials—in reporting modules.

**7. Conclusion**

The Customer Journey Map is more than a design exercise—it's a **blueprint for empathy**. By immersing ourselves in the daily struggles and motivations of food donors and NGO coordinators, we’ve created a roadmap that aligns digital innovation with social purpose.

Ultimately, *“To Supply Leftover Food to the Poor”* is not just a system—it’s an experience. And that experience, when thoughtfully designed, can uplift every stakeholder on the path from surplus to sustenance.