

## Customer Journey Map : Cafeteria Menu Display

**Customer Profile:** Cafeteria Manager **Goal:** Transitioning from manual, paper-based menu boards to an automated digital display system

Customer: Cafeteria Manager	Entice (Awareness)	Enter (Starting)	Engage (Core Action)	Exit (Completion)	Extend (Future Value)
Steps	Researching digital solutions to replace messy paper menus and reduce daily workload	Setting up the admin panel and connecting the display screen	Adding daily menu items, updating prices, and marking items as available/sold out	Successfully displaying the digital menu to customers with accurate information	Using sales data to analyze popular items and plan inventory for next month
Interactions	<b>Places:</b> Online research, conversations with other cafeteria managers	<b>Things:</b> Admin login page, dashboard setup wizard	<b>Things:</b> Menu management forms, category filters, image upload interface	<b>People:</b> Customers noticing the new digital display and giving positive feedback	<b>Things:</b> Analytics dashboard showing most ordered items and peak hours
Goals & Motivations	"Help me stop wasting time rewriting the same menu every morning"	"Help me set up the system quickly without technical knowledge"	"Help me update a sold-out item in under 30 seconds"	"Help me present a professional, modern menu to my customers"	"Help me predict how much food to prepare based on sales patterns"
Positive Moments	Discovering the system can update in real-time from any device	Successfully logging in and seeing the intuitive admin dashboard	Watching a price update instantly appear on the customer display	Receiving compliments from regular customers about the clear, modern display	Noticing reduced food waste by ordering based on actual sales data
Negative Moments	Frustration from customers complaining about unavailable items in old system	Confusion about how to upload images properly	Anxiety when Wi-Fi disconnects and display freezes	Worrying if customers will adapt to the new digital format	Pressure to keep menu photos updated and appealing

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<b>Areas of Opportunity</b>	Offer training sessions for staff with limited tech experience	Integrate digital payment QR codes directly on the display	Add customer feedback feature to rate items	Implement predictive ordering based on historical sales data	Create mobile app for customers to view menu before visiting