

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 | Places: Online research, conversations with other cafeteria managers | Things: Admin login page, dashboard setup wizard | Things: Menu management forms, category filters, image upload interface | People: Customers noticing the new digital display and giving positive feedback | Things: 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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| Areas of Opportunity | 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 |