### **Customer Journey Map**

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### **Name:** Riyaz **Age :** 24 **Occupation :** Graduate student **Goal :** Find healthy, affordable, and tasty food quickly **Pain Point :** Gets overwhelmed by too many choices and conflicting health advice

### **Customer Journey Map: Food Choices**

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| **Stage** | **Customer Actions** | **Touchpoints** | **Emotions** | **Pain Points** | **Opportunities** |
| **1. Awareness** | Feels hungry or plans meals for the day/week | Social media, grocery flyers, ads | Unmotivated, hungry | Doesn’t know what to eat or cook | Show easy meal ideas or trending food items |
| **2. Consideration** | Thinks about preferences (taste, health, budget) | Food blogs, YouTube, recipe apps | Curious, confused | Too many options, unsure about health value | Curate content (e.g., “Top 5 low-cost healthy meals”) |
| **3. Decision** | Selects food (home-cooked, order, or eat out) | Food delivery apps, kitchen, restaurant menu | Relieved, unsure | Decision fatigue, ingredient availability | Simplify choices with filters (budget, mood, diet) |
| **4. Purchase/Preparation** | Orders food or starts cooking | Kitchen, delivery app, payment interface | Busy, impatient | Delivery time, cooking time too long | Offer quick meals or real-time delivery tracking |
| **5. Consumption** | Eats the food | Dining table, couch, office desk | Happy or disappointed | Not tasty or healthy enough | Recommend better alternatives based on feedback |
| **6. Post-Meal Reflection** | Thinks about how the meal felt (energy, fullness) | Health tracking apps, social sharing | Satisfied, bloated | Regret, guilt, low energy | Provide nutritional info and meal journaling |
| **7. Feedback/Next Steps** | Rates experience or plans for next time | Review system, personal notes | Empowered or indifferent | No follow-up or learning from experience | Personalized suggestions based on past choices |

### **🔑 Insights and Opportunities**

* **Simplify meal decision-making:** Personalized recommendations based on dietary preferences and past choices.
* **Bridge taste & health:** Highlight meals that are both delicious and nutritious.
* **Inspire healthy habits:** Use nudges, reminders, or challenges.
* **Use emotions:** Understand that mood heavily influences food choice — personalize accordingly.