THE SERVICE BLUEPRINT / CUSTOMER JOURNEY
CURRENT OR FUTURE STATE GOAL: (PUT USER GOAL HERE)

UX
HONEY

**PHYSICAL
ENVIRONMENT**

**USER
ACTION**

**FRONT
OF STAGE**

–

INTERACTIONS
YOU CAN SEE

**LINE OF
VISIBILITY**

**BACK OF
OF STAGE**

–

INTERACTIONS
YOU CAN'T SEE

SUPPORT

–

SUPPORTS
INTERACTIONS
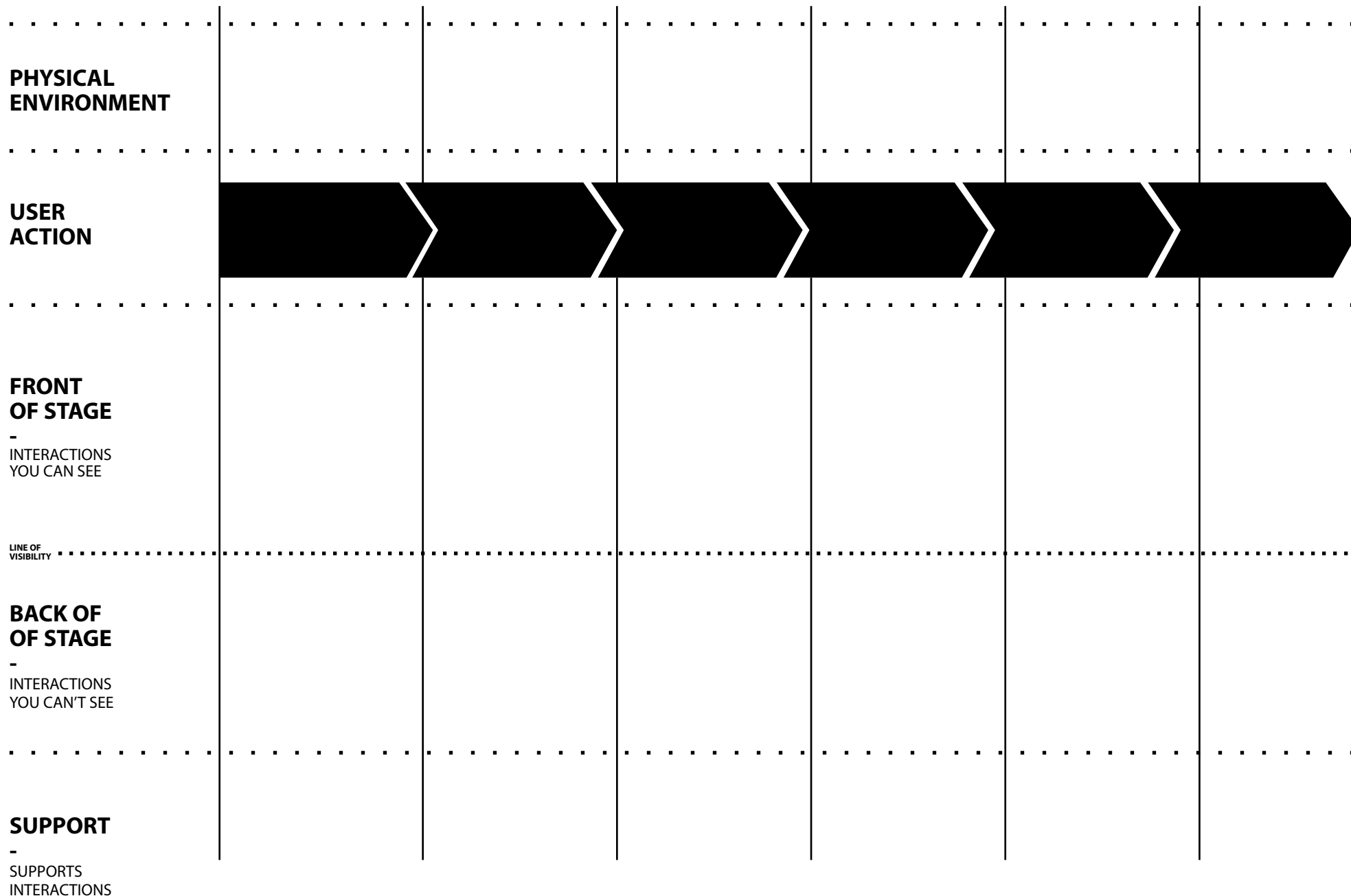
THE SERVICE BLUEPRINT / CUSTOMER JOURNEY
FUTURE STATE GOAL: ORDER BOBA TEA ONLINE TO BE DELIVERED TO THE OFFICE

THIS AREA WE FIND
HAS THE MOST PAIN.
HOW CAN WE IMPROVE?

UX HONEY

	PHYSICAL ENVIRONMENT	USER ACTION	FRONT OF STAGE — INTERACTIONS YOU CAN SEE	BACK OF STAGE — INTERACTIONS YOU CAN'T SEE	SUPPORT — SUPPORTS INTERACTIONS
1	AT OFFICE ON COMPUTER	GOES ONTO WEBSITE SWEETALITTLE.COM	A MARKETING PAGE WITH PROMOTIONAL MESSAGES. - LOCATIONS OF DELIVERY VIEW AS A MAP. SERVICE TIMES. (8-9pm) - BUTTON THAT SAYS 'SEE MENU'	BACK END DATA BASE: - THE SERVICE TIMES AND DELIVERY AREAS ARE UPDATED TO MOST RECENT SERVICE HOURS AND AREAS OF LOCATION	
2	ON WEBSITE AT DESK	LOOKS A BOBA TEA MENU	CAN SELECT FROM DIFFERENT TYPES OF TEAS. - a PICTURES OF DRINKS • PICTURES OF TOPPINGS • PRICES • ADD TO CART BUTTONS	BACK END DATA BASE: - UPDATES OUT OF STOCK TOPPINGS AND TEA TYPES	
3	ON WEBSITE AT DESK	SELECTS BOBA TEA AND TOPPINGS	SELECTS & ADDS TO CART • MILK TEA • LARGE BOBA • MEDIUM SWEET • ADDS NAME TO CUP LABEL "ADD TO CART BUTTON" CONTINUES TO ADD TO CART"	BACK END DATA BASE: - STORES DRINK INFO STORES NAME TO CUP LABEL	
4	ON WEBSITE AT DESK	REVIEWS ORDER	SEES • MILK TEA SELECTIONS • TOTAL PRICE • TAXES • DELIVERY FEE BUTTON THAT SAYS "CHECK OUT"	BACK END DATA BASE: - CALCULATES SALES TAX CALCULATES DELIVERY FEE (ESTIMATE)	
5	ON WEBSITE AT DESK	LOGS-IN	SEES • EMAIL FORM • PASSWORD FORM a LOGIN THROUGH FB • LOGIN THROUGH GOOGLE BUTTON THAT SAYS "LOGIN"	BACK END DATA BASE: - CONFIRMS LOGIN INFO IS CORRECT. PULLS CUSTOMER INFO: • NAME • DELIVERY ADDRESS	
6	AT DESK + CREDIT CARD	CONFIRMS DELIVERY ADDRESS AND ENTERS PAYMENT DETAILS	SEES • DELIVERY ADDRESS • CREDIT CARD FORMS • ESTIMATED DELIVERY TIME • TOTAL COST • TAX BREAKDOWN • DELIVERY FEE BUTTON THAT SAYS "PLACE ORDER"	BACK END DATA BASE: - CALCULATES SALES TAX CALCULATES DELIVERY FEE	
7	ON WEBSITE AT DESK	PAYMENT CONFIRMED	SEES • PAYMENT WAS SUCCESSFUL • DELIVERY TIME • DELIVERY ADDRESS	BACK END DATA BASE: - CONFIRMS: • PAYMENT INFO • ORDER FOR BUSINESS • STORES USER ORDER IN THE USER PROFILE SECTIONS. • SEND RECEIPT TO USERS EMAIL.	EMAILS RECEIPT TO USER / CREATES ORDER + DETAILS FOR BUSINESS
8	AT OFFICE	WAIT FOR BOBA TEA TO BE DELIVERED TO OFFICE LOCATION	WAITING AT OFFICE	BILLY THE BIKE MESSENGER - PACKAGES THE BOBA TEA INFORMS THE SYSTEM THAT TEA IS BEING DELIVERED. PRINTS OUT A RECEIPT - SYSTEM SENDS TEXT & EMAIL NOTIFICATION OF ETA	TEXT AND EMAIL TO USER OF ETA. / BILLY RIDES OF AND GOES TO DELIVERY LOCATION
9	AT OFFICE + BILLY + BOBA	BOBA TEA IS DELIVERED	SEES • BILLY • BOBA TEA • PRINTED RECEIPT	BILLY THE BIKE MESSENGER - INFORMS THAT THE TRANSACTION WAS COMPLETED.	TEXT AND EMAIL TO USER THANKING THEM FOR USING OUR SERVICE

LINE OF VISIBILITY
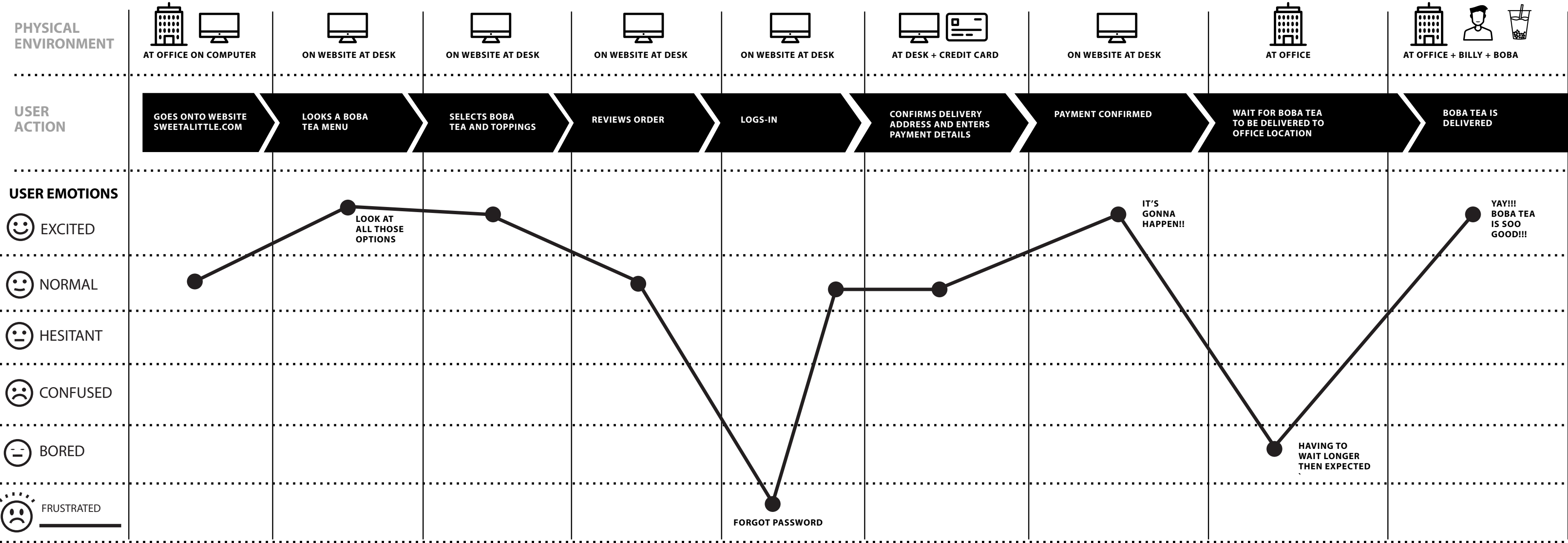
CUSTOMER EMOTIONAL JOURNEY
EMOTIONAL STATE: ORDER BOBA TEA ONLINE TO BE DELIVERED TO THE OFFICE

UX HONEY

PHYSICAL ENVIRONMENT

| AT OFFICE ON COMPUTER | ON WEBSITE AT DESK | ON WEBSITE AT DESK | ON WEBSITE AT DESK | ON WEBSITE AT DESK | AT DESK + CREDIT CARD | ON WEBSITE AT DESK | AT OFFICE | AT OFFICE + BILLY + BOBA |

USER ACTION

| GOES ONTO WEBSITE SWEETALITTLE.COM | LOOKS A BOBA TEA MENU | SELECTS BOBA TEA AND TOPPINGS | REVIEWS ORDER | LOGS-IN | CONFIRMS DELIVERY ADDRESS AND ENTERS PAYMENT DETAILS | PAYMENT CONFIRMED | WAIT FOR BOBA TEA TO BE DELIVERED TO OFFICE LOCATION | BOBA TEA IS DELIVERED |

USER EMOTIONS

☺ EXCITED

☺ NORMAL

😐 HESITANT

☹ CONFUSED

😑 BORED

😣 FRUSTRATED

- LOOK AT ALL THOSE OPTIONS
- IT'S GONNA HAPPEN!!
- YAY!!! BOBA TEA IS SOO GOOD!!!
- FORGOT PASSWORD
- HAVING TO WAIT LONGER THEN EXPECTED

CUSTOMER EMOTIONAL JOURNEY
GOAL: (PUT USER GOAL HERE)

UX HONEY

PHYSICAL ENVIRONMENT

USER ACTION

USER EMOTIONS

☺ EXCITED

☺ NORMAL

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○ _____