

SB FOODS: CUSTOMER JOURNEY MAP

Steps	Discovery	Ordering	Receiving	Feedback
Interactions	Browsing	Ordering	Waiting	Feedback
Find quick late-night meal solution.	Identify best dish at low price	Complete payment effortlessly	Stay updated on the doorstep	Share satisfaction
Goals & Motivations	High-quality photos, clear prices	Stay updated effortlessly	Get hot food the food	
Positive Moments	Inaccurate availability	Accurate, one-click fees	Friendly delivery, hot food	Feeling of satisfaction
Pain Points	Unexpected delivery fees	Delayed delivery tracking	Delayed delivery, no updates	Food cold/missing items
Areas of Opportunity	Personalized 'Favorites' list	Dynamic real-time menu updates	Transparency in total costs upfront	Reward points for feedback