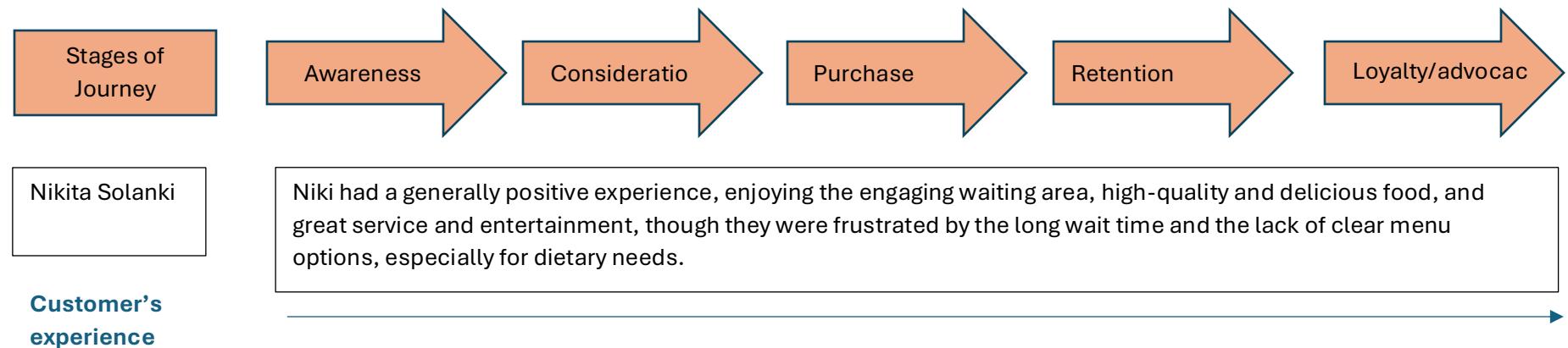


## Stages of Journey



|                     | Awareness   | Consideration  | Arrival  | Seating & Menu Review   | Sauce Station and Broth selection  | Cooking and Dining   | Payment & Check Out  | Post Meal Feedback & Follow up   |
|---------------------|---|--|--|---|--|--|--|--|
| <b>User Actions</b> | Niki scrolls Instagram and sees a video of her favourite singer enjoying hotpot | After a stressful week, she craves comfort food and asks friends if they want to join. | Arrives at 7:00 PM on a Friday, scans the QR code for a queue number, and waits with friends in the lounge area. | Gets escorted to her seat. Sees the iPad menu but prefers a physical menu that's not available. | Picks sauces at the station. Notices some options are unlabelled and spends extra time figuring out ingredients. | Enjoys ordering from the robot server, laughs at the noodle dance, and appreciates the aprons and wipes available. | Pays the bill with a mobile app but is surprised by the high cost. | Posts a photo of the noodle dance on Instagram, shares pros and cons with her friends. |
| <b>Touchpoints</b>  | Instagram, social media influencers.  | Social media, Website for menu   | Restaurant entrance, QR code queue system, lounge area amenities (ice cream, manicure).                          | Restaurant staff, iPad menu, dining table.  | Sauce station and side counters.   | Staff and robot servers, dining table, dining entertainment (noodle performance, apron service).                   | Payment counter, mobile payment app.                               | Instagram, group chat, online review platforms (not used this time).                   |

|                             |   |   |   |   |  |  |   |  |
|-----------------------------|---|---|---|---|--|--|---|--|
| <b>Thinking and feeling</b> | "Wow, that looks so fun and delicious! I haven't had hotpot in a while!"                            | "It's been a while since we all hung out—this could be fun!", "I wonder if it'll be okay for my friend with dietary requirements" | Initially annoyed by the 90-minute wait but distracted by the free ice cream and friends' banter. Relieved when her turn comes. | Disappointed - "I prefer using a physical menu, why don't they have one available? "it's a bit difficult to get the waiters attention as restaurant is very busy "      | "The variety is nice, but why aren't all the sauces labelled clearly?"                                     | "This robot is so cool! And the staff are super attentive. This feels special."                      | "This is pricier than I expected... but it was worth it for a special night out."   | "I'd definitely come back, but next time I'd know what to expect pricewise."   |
| <b>Pain Points</b>          | - None.   | None.   | Long wait time for a table during peak hours,   | unclear vegetarian options available, hard to get waiters attention   | Some sauce options unlabelled; not sure what's safe for her vegetarian friend.                             | None; highly positive dining experience overall.   | The bill felt slightly steep compared to expectation                                | None.  |
| <b>Opportunities</b>        | Collaborate with influencers and create engaging content to highlight the unique dining experience. | Make information about the food and products easily accessible on the website   | Continue the engaging activities for customers.   | Have a physical menu option for those who struggle with technology; improve clarity on dietary preferences in the menu. Have a button function to get waiters attention | Add better labelling at the sauce station for dietary clarity (e.g., vegetarian, spicy, allergy-friendly). | Continue innovating with personalized and interactive elements, like customizable noodle performance | Offer small loyalty incentives, like a discount or rewards for returning customers. | Send thank-you emails with a discount code or loyalty points for future visits. Staff can promote sharing through social media to get rewards. |