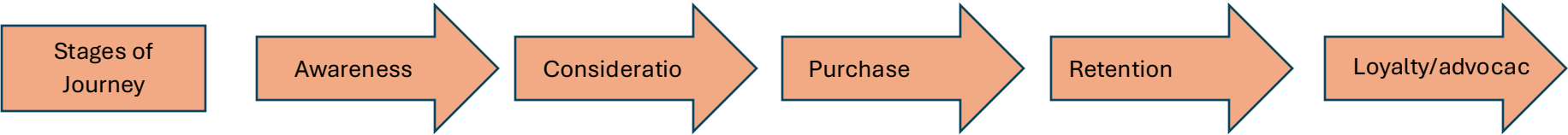


Stages of Journey



Nikita Solanki

Niki had a generally positive experience, enjoying the engaging waiting area, high-quality and delicious food, and great service and entertainment, though they were frustrated by the long wait time and the lack of clear menu options, especially for dietary needs.

Customer’s experience

	Awareness	Consideration	Arrival	Seating & Menu Review	Sauce Station and Broth selection	Cooking and Dining	Payment & Check Out	Post Meal Feedback & Follow up
User Actions	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.
Touchpoints	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).

Thinking and feeling	"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."
Pain Points	- 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.
Opportunities	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.