CUSTOMER JOURNEY MAP TEMPLATE

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| **PERSONA SCENARIO USER EXPECTATIONS**  Hank, a skip the dishes driver.  Able to find a current traffic at certain congested areas, delivering to the customer and then relaxing at the nearest park.  Navigate the best route from the restaurant to the customer, after the delivery relax at the nearest park. | | | |
| **PHASE 1**  **Explore** | **PHASE 2**  **Select** | **PHASE 3**  **Navigation** | **PHASE 4**  **Arrival** |
| **DOING**  **Explore the traffic in downtown and check which street to take to avoid congested areas.** | Select the street hank wishes to take and pick up the food. | Navigate to Customers place avoiding traffic areas and deliver the required order quickly. | Locate the nearest park from the hamburger menu and relax watching the sunset. |
| **THINKING**  **“Government street is closed and also really congested, I should reroute and find a parkade closer to the restaurant.”** | “Douglas street seems normal; I could park my car there and walk to the restaurant easily.” | “This customer lives really close to my place, so I should be taking Shelbourne road but that seems busy, maybe I could reroute from Pandora. “ | “Phew! That went sooner than I expected, maybe I could watch the sunset to kill some time.” |
| **SAYING**  **“What If Government street is busy and there isn’t any other way to reach it ?”** | “I could easily walk from Douglas if I park there and I might be earlier than expected.” | “I’m glad I could skip the buses and traffic, and relieved how close Earls is to Douglas. I’m sure this would be the quickest walk.” | “Glad I skipped Shelbourne, these office hours/ school breaks could have made this delivery really slow, now I can enjoy the sunset.” |
| **INSIGHTS**   * During end of week or busy road hours, would recommend using the app as to save time and make good tips. * Locating the street wasn’t a problem, finding a parking spot was. * Recommend simple and shortest path to the destination, avoiding traffic in busy highlighted areas. Similar eta’s help. | | | |