

Journey Map Canvas

Journey title: Food Service

Scope of the Experience: Feel Hungry - Eat and Enjoy!

Phase	BEFORE				Ordering & Picking up				AFTER	
Thoughts and Feelings	Want to get food immediately.	Eat something different from yesterday. Have a balanced diet.	Not too far. Not too expensive. Fast and healthy.	Where is it? Too far.	No images? What exactly is this meal? Delicious?	Not ready yet?	Yay!	Have to save money.	Too far.	What to eat for my next meal?
Customer Actions	Feel hungry.	Decide what to eat.	Decide where to eat.	Go to the place.	Make order.	Wait.	Get food.	Check out.	Go to school or go home.	Eat and enjoy.
Touchpoints and Devices			Google Search. Apps like Yelp. Google Map / mobile	Google Map / mobile	Restaurant, Food Track / menu, server	Restaurant, Food Track / server	Restaurant, Food Track / server	Restaurant, Food Track / card, cash, server	Google Map / mobile	Google Search. Apps like Yelp. Google Map / mobile
Value to Organization			Users.	Users.	Customers. Income.	Customers		Income.	Users.	Users.
Value to Customer			Data & Information.	Data & Information.	Data & Information. Service.	Service.	Food. Service.	Service	Data & Information.	Data & Information.
Opportunities:	<ul style="list-style-type: none"> - Offering a healthy and balanced meal plan for customers. - A place near the school or home. Offering meals from distant restaurants. - Preparing meals before customers arrive. - Collecting and showing meal information, and other data (customer reviews, meal images). - A quicker way to order and pay. - A more economical business model to reduce the price of each meal. 									