

PHASE 2 | DEFINE

Customer Journey Map

Persona: Hira, ordering lunch between two lectures

Sample project: A food-delivery app for university students in Islamabad. The blue italic text is an example of a completed sheet.

FACILITATOR INSTRUCTION

"Draw the stages across the top. For each stage, write what the user does, thinks and feels, and rate the emotion from 1 to 5. Circle the lowest point. That is usually where your best opportunity lives."

JOURNEY

Stage	Action	Thinking	Mood (1-5)	Opportunity
Discover	<i>Opens the app between classes</i>	<i>"What's quick and cheap today?"</i>	4	<i>Show what can arrive before her next class</i>
Order	<i>Adds items, reaches checkout</i>	<i>"Why is the total so much higher?"</i>	2	<i>Show the full price up front</i>
Wait	<i>Checks the map, calls the rider</i>	<i>"Will I make it to my lab?"</i>	1	<i>Honest live updates and in-app chat</i>
Receive	<i>Finds the rider at the gate</i>	<i>"Which one is mine?"</i>	3	<i>Pickup code and a named meeting point</i>
Review	<i>Rates the order</i>	<i>"It was fine, but stressful."</i>	3	<i>Ask about trust, not just taste</i>

LOWEST POINT

The Wait stage. Mood drops to 1 because Hira has no honest information and no way to reach the rider.