Restaurant Food Ordering and Delivery Customer Journey Map Template

Custellence

Customer Phase			
Before	During	After	

Customer Journey Stages					
Pre Ordering		Order and receive		Preparing for eating	Eating	Post-eating

Customer Journey

Trigger point: time, hunger or location	Decision to order food	Searching for food options	Explore different options	Select between different options	Order food	Payment	Wait for the food	Receive or pick up food	Unpack the food	Set the table	Enjoy the meal	Clear the table	Take care of the garbage	Feel pleased Remember the food

Image

Customer Activities

Customer Goals

Customer Needs

Customers Emotional State

Quote

Experience

Thinking

Feeling

Insight Evidence

Customer Painpoint

On Stage — Touchpoint: Digital
Interactions

On Stage — Touchpoint: Physical
Interactions

On Stage — Touchpoint: Print
Interactions

Employee Journey

Receive order	Get payment	Make and package the food	Deliver to customer or delivery service

Employee Activities

Employee Goals

Employee Needs

Potential Opportunities
- Idea 1
- Idea 2
- Idea 3

Objective
Experience Objective

Business Objective

Development Priority
Priority explanation

Impact / value level

Effort level

Work Streams Development Projects
Description

Leader and Team

Output What & When