

P.A.L. CUSTOMER JOURNEY MAP

SCENARIO:
A customer
looking for
subscription food
delivery

	Shop	Preferences	Considerations	Order	Review
Tasks	<ul style="list-style-type: none"> - needs food - cannot leave home to get food 	<ul style="list-style-type: none"> - searches internet for reliable options - asks friends about their experiences 	<ul style="list-style-type: none"> - must be affordable - can be customized to individual palates 	<ul style="list-style-type: none"> - compares various websites - places order - checks back to see status updates of orders 	<ul style="list-style-type: none"> - transaction and delivery is completed - leave a review
Experience	<ul style="list-style-type: none"> - current food delivery services - mail order frozen foods 	<ul style="list-style-type: none"> - too expensive for recurring usages - unreliable customer support 	<ul style="list-style-type: none"> - not inclusive of different diets and food allergies 	<ul style="list-style-type: none"> - slow website speeds - confusing layout - advertisements 	<ul style="list-style-type: none"> - review is often only for the food or delivery - reviews have no impact
Touch Points	<ul style="list-style-type: none"> - live support /interactive messenger - menu of services 	<ul style="list-style-type: none"> - streamline questions and answers in a strong FAQ 	<ul style="list-style-type: none"> - outline pricing structure and possible options - offer real testimonials 	<ul style="list-style-type: none"> - straightforward navigation - concise message - display price comparisons 	<ul style="list-style-type: none"> - ask for more personal insights on the whole service process including selection - respond to the review