









# ONBOARDING JOURNEY MAP



Rick is 32, single, lives and works downtown Minneapolis. He loves convenience. He does not bring his lunch to work, and usually just goes to the same fast-food places in the skyway.

Phase	Awareness	Consideration	Onboarding	Place Order	Evaluate	Reflection
<b>Actions</b>	Learns of Foodsby	Asks friends, coworkers who use Foodsby. Explores information on website. Reads reviews.	Registers with site. Creates profile and preferences.	Launches site, selects food option, places order.	Retrieves food from kiosk, considers value, cost, quality, options, convenience.	Decides whether to use Foodsby again.
<b>Touchpoints</b>	 Email, Coworkers Employer Apartment Manager	 Email Coworkers Reviews	 Website	 Received morning email reminder to order early. Selects food from site.	 Food is ready email Kiosk	 Email reminder, friends, website.
<b>Thoughts</b>	This sounds interesting, especially since I always forget my lunch and then spend all my lunch waiting in line.	How does this work? What does it cost? What food choices?	OK. I'll order. Oh, darn, I'm too late. Um, maybe I'll try again tomorrow.	OK! Now, we're talking.	Yum, let's eat. That was easy once I figured it out.	Yeah, I guess I'll try it again.
<b>Feelings</b>	●	●	●	●	●	●
<b>Pain Points</b>	Basing this on second-hand sources of information	Not understanding the whole picture of the process and benefits.	Not understanding cut-off times.			Are there more food options? Dietary options? Can I see pictures of food?
<b>Opportunities</b>	Proactive communications and marketing from Foodsby.	Clear information on homepage with value proposition, process to use service.	Add percentage of sold out meals with each restaurant.	Add Dietary, Allergy and Favorite Cuisines to preferences.	Repeat orders.	Expand features