

From The Screen To Your Stomach | The Journey Map Behind A Student Ordering Dunkin

 MORGAN RODRIGUEZ Busy college student who wants a quick, convenient breakfast before her morning classes	SCENARIO Morgan uses the Dunkin app to order coffee and breakfast before her class, hoping to save time and avoid waiting in line	GOALS & EXPECTATIONS - Order and customize items quickly and easily - Pay through the app and earn rewards points - Pick up the correct order quickly and on time			
STAGES	NEED A PICK ME UP ▶	CUSTOMIZE ORDER ▶	CHECKOUT ▶	ORDER PICKUP ▶	REVIEW EXPERIENCE
GOALS	Decide what she wants to order before class	Find and customize breakfast items quick and easy	Confirm the order, price, and payment information	Collect the correct order without being late to class	Enjoy breakfast and get to class on time
ACTIONS	- Realizes breakfast is needed - Checks the time before class - Opens the Dunkin app	- Browses the menu - Selects coffee and food - Customize order	- Reviews cart - Checks price and potential rewards - Confirm payment, order, and pick up time	- Travels to the Dunkin location - Checks the order status - Grab the order	- Checks the order to make sure it has everything - Eats breakfast on the way to class
THOUGHTS	"I need a quick meal." "Ordering on the app should save some time."	"Where is my usual order?" "Can I edit this?"	"Does my order look right?" "Do my rewards apply?"	"Will my order be ready on time?" "I hope everything is correct."	"The timing worked out well. I got to class on time." "I'll use the app again if it helps me saves time."
PAIN POINTS	- Limited time before her class - Unsure how long it will take to pick it up	- Menu navigation takes too long - Customization options could be confusing	- The final cost or discounts may be unclear to consumer - Payment or login issues could delay checkout	- Unclear pickup instructions - Delays or missing items	- Wrong or missing items - Issues fixing problems with orders
EMOTIONS	 Interested	 Slightly Frustrated	 Concerned/Frustrated	 Anticipating	 Happy
TOUCHPOINTS					
OPPORTUNITIES	- Offer quick access to recent or common orders - Display estimated pickup times on the app	- Make favorite items easier to find on the app - Simplify customization and order details	- Show a clear itemized total when checking out - Confirm rewards and payment information before submitting thr order	- Provide more clear pickup instructions - Improve order-status updates in the app	- Make sure issues with order are easy to report - Encourage feedback and repeat orders