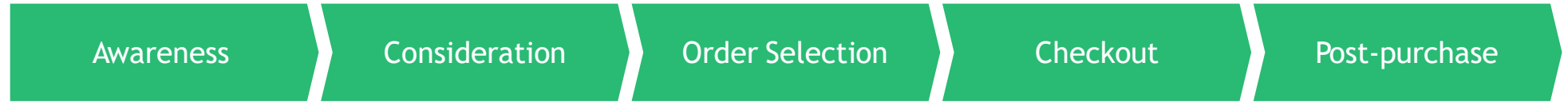


# CoffeeCo customer journey map



Christy  
Working professional  
Single, 28



Notice a CoffeeCo shop  
down the street

Thinking if she should  
stop by for a drink for  
her routine caffeine fix

Looks at the menu to  
select a drink

Queue, make payment,  
and wait for the drink

Find a table

## Potential pain points

- Not aware of the location of the nearest store when travelling
- Noticed there is a long queue in store
- Irritated that the barista does not remember her favourite drink when travelling
- Long line at the cashier
- Waited very long for the drink
- Unable to find a table because the store is packed with customers

## Potential delighters

- Found out that the nearest store is within 200m walking distance
- Noticed there is a ongoing promotion in-store
- Noticed the store introduced new festive drink
- Receive warm greeting by cashier
- Got a personalized drink
- Managed to find a nice spot in the store to enjoy the coffee

Dear Daniel,

Based on the team's analysis of the customer pain points and my subsequent research I have identified solutions for each of the given pain points.

From my research, my hypothesis is that by maximising conversion from passer-by to potential customer, our app can increase potential sales, and the focus should therefore be on the 'awareness', 'consideration' and 'order selection' sections. For example in the 'awareness' stage, GPS features can allow a consumer to easily find a nearby shop, while map and alarm compatibility can ensure repeat purchases. Meanwhile the engagement of consumer interest via coffee profiles complete with preferences and loyalty points, as well as features like pre-order functionality can capture a larger proportion of the commuting public as consumers. Further speed and clarity via "Must-Have" menu formats and profile personalisation at the 'Order Selection' and 'Checkout' stages would bring greater repeat purchases, encourages larger purchases and increase conversion.

If you are interested in these proposed overhauls, I detail these on the coming slides.

Kind regards,  
Mark Kleyner

## Email to Daniel - the Project Leader

# CoffeeCo App can be improved via these features

1

## Awareness

- GPS “Find a Store” search feature
- Push notifications when within 250m of a store
- Scheduling route-support **behavioural triggers**
- **Alarm clock** compatibility (commute) reminder

2

## Consideration

- **Pre-order** functionality
- **Loyalty** promotions
- Personalised discount offers **via app**
- In-App **gamification** of waiting period
- Coffee **profiles** with preferences and purchase **points**
- **Weather-specific** recommendations

3

## Order Selection

- Proximity **Sensor notification** on discounts (RFID)
- **Pop-up** notices of new deals
- **'Must-have'** vs additions menu format (see Starbucks)

4

## Checkout

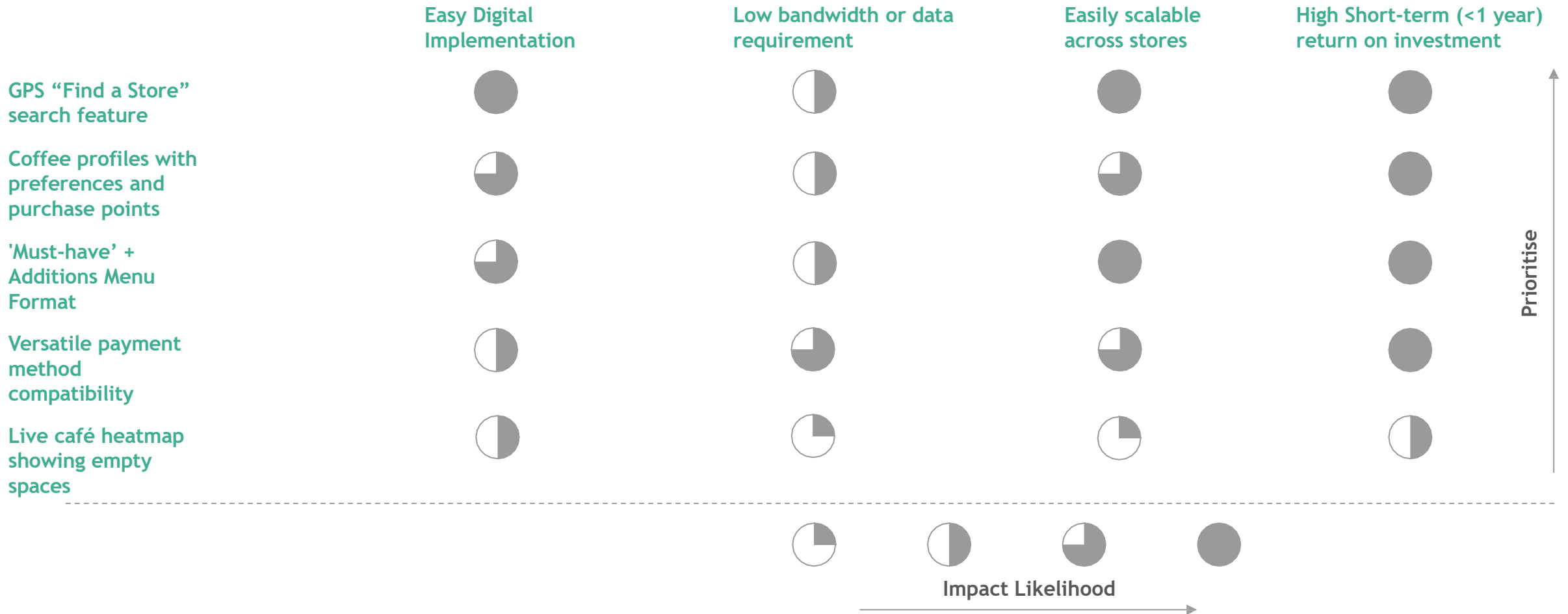
- **Push Notification** on readiness
- Total **versatile** payment method compatibility
- **Personal Nickname** via coffee profile in-app by Bluetooth or Airplay to **personalize interaction** and on-cup name

5

## Post-purchase

- “**Music-catching**” in café music feature (see Starbucks)
- Live café **heatmap** showing empty spaces
- **Digital screens** showing empty table numbers
- Ratings and Feedback feature to **improve client service**

# Features should be prioritized based on impact and cost



# MARK KLEYNER



[bcg.com](http://bcg.com)

[insidesherpa.com](http://insidesherpa.com)