UXPRESSIA

PROJECT: Coffee Store MAP: Coffee Store Visitor Journey

Cheryl Miller

Cheryl is a mid-level manager at an IT company in NY. Her income allows her to buy little treats like a few cups of delicious coffee a few times a week.

Sarah, Co-worker

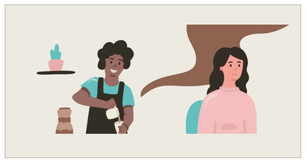
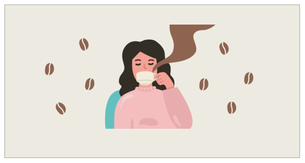
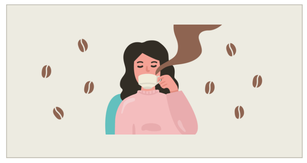
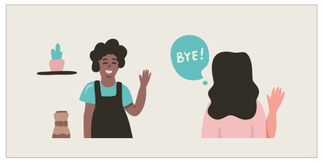
Sarah is a Consultant at an IT company. She's a big coffee fan. She never misses a chance to grab a ☕ nearby.

Steve, Barista

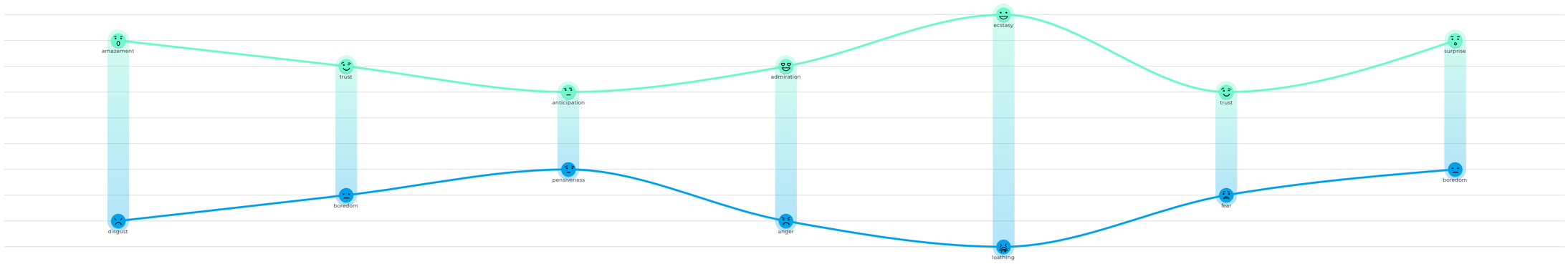
Steve has been working as a barista for two years. He saves money as his dream is to open a coffee stop at a trade center.

Keith, Waiter

Keith is a student who works for four hours a day at a coffee house to pay for his studies.

	BEFORE		ORDER			AFTER	
	AWARE	SEARCH	ORDER	DRINK	LEAVE	FEEDBACK	BONUS PROGRAM
STORYBOARDS (Cheryl Miller)							
PERSONA GOALS (Cheryl Miller)	• Get there fast on foot • Quickly locate the place	• Find a nice coffee place nearby	• Get coffee ASAP!	• Drink delicious coffee made from fresh and well ground beans • Pay for the drink	• Leave before her break ends	• Share her experience with coworkers and friends	• Get a discount • Any other way to spend less money
QUOTE (Cheryl Miller)	*This signboard was really cute!* 😍	*I will ask Sarah if she knows some place nearby.* 🤩	*It is nice inside and that smell of coffee... I just hope they accept visa* ☺️	*It's hot and delish! Just how I like my coffee...* 😍	*I'm loving this place. Good coffee, nice staff and the vibe is just awesome* 😇	*Oh I have to tell the other guys at the office what a nice place it is! And I'll even twit!* 😋	*I wonder if there's some reward program like "every 7th cup is on the house"?* 😶
PERSONA EXPECTATIONS (Cheryl Miller)	• A signboard that is hard to overlook • No breaking a leg when getting to the place on high heels	• Convenient location • Good selection • Good quality of drinks	• Pretty interior • Paying with smart card via contactless payment • Fast service	• Fresh coffee with no extra sugar • Beams should not be too ground	• Leaving the place without having to take care of leftovers	• Get some bonus point for sharing a photo from the coffee house	• Get some bonus points • Exchange bonuses for drinks and other treats
PROCESS AND TOUCHPOINTS (Cheryl Miller)	Signboard → Website	Smartphone → Colleagues, Google	Waiter → Barista, Menu, Waiter	Payment → Waiter	Face to face	Colleagues, Twitter → Smartphone	Website → Barista

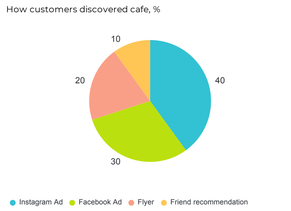
EXPERIENCE (Cheryl Miller)



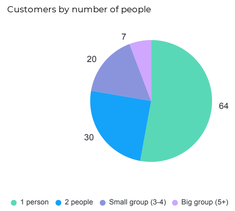
	AWARE	SEARCH	ORDER	DRINK	LEAVE	FEEDBACK	BONUS PROGRAM
PROCESS (Cheryl Miller)	1. The café's website said the café was at the ground floor but there were so many offices and so hard to find the place. 2. On the way to the coffee house, Cheryl noticed a fun signboard with some cartoon characters that pointing to the place.	1. Cheryl asked her coworker Sarah whether she knows some interesting coffee place nearby 2. Sarah recalled a takeaway coffee house that has been open not long ago 3. Cheryl googled it up on her smartphone 4. Cheryl headed to the cafe	1. A friendly barista greeted Cheryl and welcomed her to have a seat at any free table 2. It took a while for a waiter to bring the menu to Cheryl 3. She made an order and the waiter promised Cheryl that her coffee will be ready in a moment	1. The waiter finally served Cheryl's coffee in a beautiful cup 2. She was irritated by long awaiting but once she tasted the coffee she softened	1. Cheryl finished her coffee and headed to the exit 2. All staff wished her to have a great day and come back again.	1. Cheryl shared her impressions with her teammates and recommended to check out the place 2. She took a photo of her coffee and posted to twitter saying that the coffee was amazing.	1. The barista told Cheryl about their loyalty program, but for that she had to sign up on the cafe's website 2. Cheryl was glad so that she decided to make an extra effort by going to the website. Though it would be way cooler if she didn't have to.
Personas: Cheryl Miller	Cheryl noticed a signboard.	Cheryl asked her coworker Sarah whether she knows some interesting coffee place nearby.	Cheryl made an order.	She tasted the coffee.	Cheryl finished her coffee and headed to the exit.	Cheryl shared her impressions with her teammates and recommended to check out the place	
Sarah, Co-worker		Sarah recalled a takeaway coffee house that has been open not long ago.					
Steve, Barista			Steve greeted Cheryl and welcomed her to have a seat at any free table		Steve wished Cheryl to have a great day and come back again.		The barista told Cheryl about their loyalty program.
Keith, Waiter			It took a while for a waiter to bring the menu to Cheryl. He promised Cheryl that her coffee will be ready in a moment	The waiter finally served Cheryl's coffee in a beautiful cup.	Keith wished Cheryl to have a great day and come back again.		
PROBLEMS (Cheryl Miller)	• It isn't easy for customers to locate the place • Not a center of the city	• People working nearby may not know that there is a new coffee place is open • Not enough information and reviews	• No way for customers to pay by Apple and Android pay • Long order time because baristas are busy with coffee making	• Low quality of coffee • Poor choice of snacks		• No reaction to customers posting photos from the coffee house	• Customers have to make an extra effort to get into loyalty program. Not everyone wants to go to the website and sign up.
IDEAS (Cheryl Miller)	• Install a bigger signboard so people see the place right away • Add map and directions on social media and the website	• Print flyers promising 20% discount to employees working in the nearby offices • Post more content on social media with a proper geotag • Add menu to the coffee shop's website • Participate in local coffee competitions	• Provide the possibility to pay via contactless payments • Hire a dedicated employee to take care of the orders during the busy hours	• Add a small chocolate bar as a gift to make the process even more enjoyable and win customers' loyalty • Expand the choice of snacks and pastries		• Encourage customers to post photos from the cafe by giving them discounts • Respond to review on social media • Create personalized souvenirs for regular clients	• Find a way to eliminate the necessity of going to the website.

Charts (All personas)

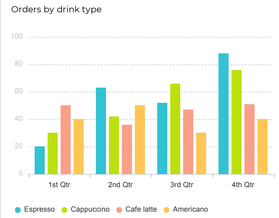
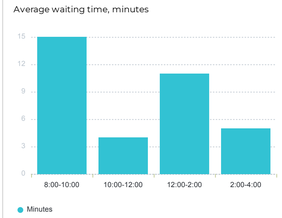
How customers discovered cafe, %



Customers by number of people



Orders by drink type



Average waiting time, minutes