

# CUSTOMER EXPERIENCE MAP FOOD WASTE

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## EXPERIENCE TRIGGER

- Has to cook
- Needs to cook
- Wants to cook
- Hungry
- Smell of food
- Social Media
- Billboard
- See someone eat
- Walk past restaurant
- Conversation
- Stress
- Procrastination
- Kids are hungry
- Family coming home
- Watching a movie
- Schedule
- Billboards
- Studying/Working
- Food going bad
- Diet
- Heartbreak
- Celebration
- Reward
- New kitchen appliances
- New kitchen accessories
- New ingredients
- Expiration date
- Holiday

## CUSTOMER TYPE

- 1 Cooking for myself  
New to vegetarianism
- 2 Cooking for family  
Influencer/Champion
- 3 Cooking with someone else  
Intermediate/Experimental

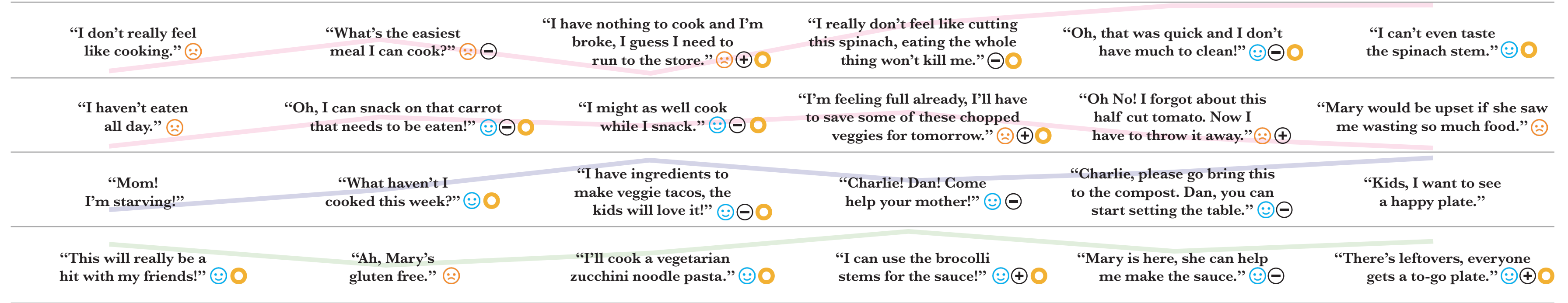
## MAP KEY

- 😊 Delight
- 😞 Pain
- ⊕ Takes time
- ⊖ Saves time
- 🟡 Opportunity

## ACTIVITY/INTERACTIONS



## EMOTION



## TOUCHPOINTS

