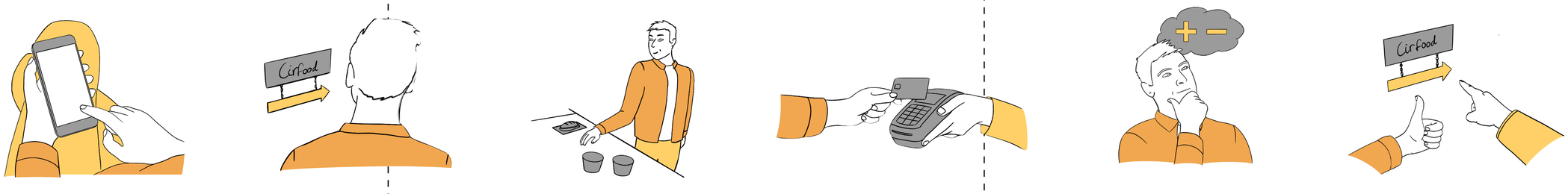
The new vegetarian restaurant customer journey map

RESTAURANT PHASES

Pre-restaurant	At restaurant	Post restaurant

CUSTOMER JOURNEY PHASES

Awareness	Consideration	Purchase	Retention	Advocacy



CUSTOMER ACTIONS

Be aware of the restaurant	Choose for the restaurant / decide on what to buy	Go to the restaurant	Moving through the restaurant	Decide on what to buy	Grab / compose meal	Pay for the meal	Leave the restaurant	Eat meal	Evaluate meal & restaurant experience	Consider return to the restaurant	Recommend restaurant

NEW CUSTOMER JOURNEY

'GRAB & GO' AREA

'MAKE & ENJOY' AREA

'Grab & Go' area

Become aware	See	See	Smell	Taste	Choose	Buy	Retain	Evaluate & connect
Become aware through the online channels (e.g. Ketelhuis website or Ketelhuis Instagram)	**See** the mealmaker ingredients and recipes (Online)	**See** (at the restaurant) the meals that you can grab / make	**Smell** the best meals on offer	**Taste** novel vegetarian tasters	**Choose** the meal that you desire	**Buy** the meal that you have chosen	**Retain** Connect with us on social media, leave some feedback for the restaurant & take a recipe for dinner	**Evaluate & connect** Evaluate your meal experience and stay up to date on our updates with regards to the restaurant and its latest menu changes. Become part of the Cirfood Green community.
	See the mealviewers meal offerings (Online)		Choose your meals **Base**	Pick your **Veggies**	Add some **Protein**			

'Make & Enjoy' area

TOUCHPOINTS

Become aware	See	See	Grab & Go area	Buy	Retain	Evaluate & connect
• Ketelhuis social media pages • Ketelhuis website (mealviewer + mealmaker)		• Mealviewer + mealmaker on the iPads at the entrance of the restaurant • The meals on display	• Each individual isle per stage of the restaurant • QR codes on the ingredient cards • Infographics • Staff members at G&G	• Staff members at checkout	• Recipe board • Social media invitation board • Feedback request iPad	• Take home recipes • Social media • Revisits of mealviewer + mealmaker

TOUCHPOINT LOCATION

DESIRED CUSTOMER THOUGHTS AND EMOTIONS

Happy	Surprised	Thinking...	Challenged, but happy!	Neutral	Surprised	Enjoyment	Critical	Praiseful
"Hey a vegetarian restaurant! I love healthy food with a low environmental impact! It is great that I can plan my meal."	"Wow! Wait a minute..."	"What do I want to eat (and why?)"	"This is different, but fun!"	"Lets pay and lets go"	"Wait, there is more?"	"This is tasty and healthy!"	"Do I like this? Yes I do!"	"I love this restaurant and I would recommend it!"

EXPLANATION

Become aware	Grab & Go area	Buy	Retain	Evaluate & connect
It is very important that people are aware of the fact that people are aware of the fact that you can not only get a tasty meal at the Ketelhuis restaurant, but also that the meals are extra healthy and also better for the environment than the foods they could be getting at a competitor. The mealviewer and mealmaker help to prepare the customers for their visit to the restaurant.	People should be aware that this restaurant is different. It allows people to make their lunch themselves, while also learning about vegetarianism! The customers of the restaurant need to be challenged to think about their food choices. They want to eat healthier and more environmentally friendly. How will they achieve this? The customers of the restaurant should have fun in choosing or creating their meal. It should be a slightly challenging experience so that they will learn about vegetarianism.	Nothing has changed about the payment process in the new vegetarian restaurant concept.	People are invited to take a recipe and to leave some feedback for the restaurant. This is usually not how things go at a university restaurant!	People should enjoy the taste of their meal. It should taste even better knowing that their lunch choice is healthier and more environmentally friendly than its meaty counterpart. People should be challenged to think about whether they like the restaurant. This will make it more likely that they will be more aware of the added value of the restaurant. At the end of the restaurant the customers are asked to leave feedback. This encourages critical thinking and creates more of a community feeling. People should by now be advocates of the restaurant. They should return more often and bring friends as well.