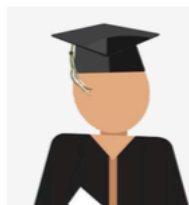




Customer Journey Map for Zen West Roadside Cantina

Persona Name:

College Student



Persona Description & Triggers for Engagement:

Persona

Ages 18-22 (Restaurant)
Ages 21+ (Bar)

-Local to Baltimore area
-Enjoys Mexican food, nightlife, Inexpensive food, drink promos, Dancing, music, unique Atmosphere

Occupation: Student

Budget: Low (\$20-\$40 per person)

Price, Promotions & Value Are important to consider

Triggers

-Want local nightlife (cheaper than Uber downtown)
-Want a "sit-down" dining experience
-Wanting affordable drinks
-Wanting affordable food
-Want to dance/listen to music
-Wanting place with friendly Staff (social bartenders)
-Want unique atmosphere

| | Visit Website/Call for Information | Arrive at Zen West | Look at Menus & Order | Wait for Food | Eat and Drink |
|---------------------------|--|---|---|--|--|
| Emotions & Highs/Lows | <ul style="list-style-type: none"> Excited for good food and fun night out with friends Nervous for parking | <ul style="list-style-type: none"> Excited to see friends, have dinner and drinks, and dance hungry, thirsty, crowded space & wait for table | <ul style="list-style-type: none"> Examine menu options with large variety of food choices (maybe too many offerings) Waiting to order—may leave some customers second-guessing choice; indecisiveness | <ul style="list-style-type: none"> Excited and anticipating arrival of great food Entertained and distracted by wait with music and sports entertainment on TVs Frustration when order is taking too long (waiting 25 minutes +) | <ul style="list-style-type: none"> Happy with order Enjoying the food Having a good time with friends and enjoying good food Regretting food choice Very hungry because of long wait |
| Pain Points | <ul style="list-style-type: none"> Website not detailed or updated On hold before getting an answer- hostess did not know all information Social media pages out of date Hard to find desired information | <ul style="list-style-type: none"> Parking limited (no clear parking lot-risking being towed or street parking only) Very crowded at the entrance near hostess table Crowded bar area near entrance | <ul style="list-style-type: none"> Menu too large Wait time to order food Depending on where seated, consumers may not be satisfied with seating area (bar too loud/crowded and backroom too dark) Small tables if order lots of food | <ul style="list-style-type: none"> Long time spent waiting for food Slow service for drink refills Very loud Small bathrooms- have to walk through crowded bar area to get to Absent server | <ul style="list-style-type: none"> Regretting choice Food cold Order not accurate- had to be sent back to kitchen Limited silverware or napkins Very large portions |
| Satisfaction & Relative | <ul style="list-style-type: none"> Satisfaction: 2.5/5 Relative Importance: 4/5 | <ul style="list-style-type: none"> Satisfaction: 2/5 Relative Importance: 3.5/5 | <ul style="list-style-type: none"> Satisfaction: 3/5 Relative Importance: 5/5 | <ul style="list-style-type: none"> Satisfaction: 3/5 Relative Importance: 5/5 | <ul style="list-style-type: none"> Satisfaction: 4.5/5 Relative Importance: 5/5 |
| Other notes (customer Qs) | <ul style="list-style-type: none"> Many remaining customer questions regarding drink and food specials <ul style="list-style-type: none"> Questions pertaining to menu specifically and weekend events | <ul style="list-style-type: none"> Is there a wait/how long is the wait? Can we drink at the bar while waiting for a table? What is the Wi-Fi? | <ul style="list-style-type: none"> Questions about menu and specials? What is the nutritional value? Options for those with special dietary restrictions? (gluten free/dairy free?) Special orders?; "What would you order?" | <ul style="list-style-type: none"> How much longer until the food is ready? Can I get another drink? Where are the bathrooms? Can you turn the music/TV volume up louder? | <ul style="list-style-type: none"> Do you have ketchup? Can I get extra condiments? Can we get extra plates/silverware/napkins? Can I send my order back? |
| | Customer Actions (above) | | | | |
| | Provider Actions (below) | | | | |
| Touchpoint 1 | People: Employee Processes: Employee answering call and answers question <ul style="list-style-type: none"> Customer visits Zen West website to seek additional information/menu offerings Physicals: phone/computer | People: Host(ess)/Staff near entrance Processes: Greeting and seating guests Physicals: Zen West entrance area next to hostess table | People: Server Processes: Server gets drink order and delivers drinks, reveals specials, asks if customer needs more time to look over menu or order appetizers Physicals: menus, drinks, cups/silverware, tables and chairs | People: Server Processes: Gives directions to restroom, attempts to increase music volume, checks on tables Physicals: Drinks, TV | People: Server Processes: Server delivers food to the correct customers, makes sure that orders are correct, asks if he/she can get anything else? Physicals: Plates, napkins, food, drink, silverware, condiments |
| Touchpoint 2 | People: Employee Processes: Employee answers phone politely, answers question fully, asks if customer has other questions Physicals: phone | People: Host(ess) and Server Process: Walking guests to table, introducing self to guests, handing out menus, fills up water glasses Physicals: menu, table, seats, silverware | People: Server Processes: Server returns to take food orders (writes down on paper to ensure accuracy), asks if there are special requests Physicals: Menus, drinks, table/seats | People: Server Processes: Apologizes for wait, clarifies when food will be ready, fills up drinks Physicals: Drink refills | People: Server Processes: Server checks on guests and asks if they are satisfied, server helps grab anything the customers are missing Physicals: Requested condiments, drinks, napkins, extra plates |
| Problems | <ul style="list-style-type: none"> Accessibility: hard to get correct answer, placed on hold, employee rude/uninformed Efficiency/Responsiveness: placed on hold, no solid answer, differing answers between different employees Website and Social Media: out of date, not detailed Website: out of date, hard to navigate, wrong information | <ul style="list-style-type: none"> Responsiveness: long wait for seats, limited staff to help move tables and seat guests quickly Hygiene (of tangibles): Dirty tables, silverware Efficiency: servers slow to greet guests, give menus, and pour water Limited staff: not enough staff to cover all people at bar or people waiting for tables | <ul style="list-style-type: none"> Responsiveness: Server takes too long to return to take orders, long wait to look over menu and finally order Accuracy: Server doesn't know night's special offerings, doesn't write down orders Empathy: server may be rushed/stressed Tangibles: menu is too large- too many choices | <ul style="list-style-type: none"> Responsiveness: does not fill up drinks regularly or check on customers' needs Assurance: server does not give accurate wait times for foods Environment: crowded, noisy, hard to hear music or TV, difficult to navigate to restrooms | <ul style="list-style-type: none"> Responsiveness: server does not frequently check on customers Reliability: servers mixed up order, brings wrong meal to the customers Empathy: server is tired/stressed, not as friendly or responsive to guests |
| Any other notes | <ul style="list-style-type: none"> Train staff on customer service etiquette Ensure staff knows menu and schedule of events Ensure there is always a back-up employee at front desk to answer all phone calls Update website Keep social media up-to-date | <ul style="list-style-type: none"> Increased number of host(ess)- especially during peak hours Make more space around bar for nights when more guests are waiting for tables Add signage for parking- ensure guests know where they can and cannot park Add staff members during peak hours | <ul style="list-style-type: none"> Prepare staff ahead of opening to ensure they know menu choices, descriptions and specials Increase staff to ensure each table is server quickly and accurately Arrange tables so there is more space available in dining room | <ul style="list-style-type: none"> Ensure servers are honest and communicating accurately with customers regarding wait times Clearly mark restrooms Train servers to automatically check drinks | <ul style="list-style-type: none"> Ensure servers right down the correct orders and that they clarify special orders to the chef Train servers to regularly check on customers Have additional napkins, silverware, and plates ready when meals are brought out |

Pay and Leave

| | |
|------------------------------------|--|
| Emotions & Highs/Lows | <p>😊 Satisfactory dinner experience</p> <p>😊 Overall good food and quality service</p> |
| Pain Points | <p>😞 Tired, ready to pay, and ready to go home</p> |
| Satisfaction & Relative Importance | <p>-Cost</p> <p>-Server does not quickly close out bill, bring check, and return the card</p> <p>-Wait for server to process payment</p> |
| Other notes (customer Qs) | <p>-Satisfaction: 4/5</p> <p>-Relative Importance: 3.5/5</p> |
| Touchpoint 1 | <p>-Do you take American Express?</p> <p>-Can we get individual checks?</p> <p>-Can I add a tip onto the card?</p> |
| Touchpoint 2 | <p>-----</p> <p>People: Server</p> <p>Processes: Asks if customers would like to see a dessert menu, asks if they can box food in to-go boxes, clears table, asks if customers are ready for the bill, hands over check</p> <p>Physicals: check, table, to-go boxes, pen</p> |
| Problems | <p>People: Server</p> <p>Processes: Returns with credit card and receipts, tells customers to have a great night</p> <p>Physicals: credit cards, check, pen</p> |
| Any other notes | <p>-Responsiveness: long wait for check</p> <p>-Assurance: server does not know how to split the check or has issues running the card</p> <p>-Tangibles: long wait for to-go boxes</p> |
| | <p>-Ensure that staff is trained on splitting checks, making change, processing payment</p> <p>-Ensure staff can quickly deliver check when customers are ready to leave</p> <p>-Make sure pen in checkbook works and that checks are accurate</p> <p>-Place to-go boxes near cash register for quick access when customers are leaving (less wait time)</p> |