User Journey Map

Nacho Average Team
Kotoko Yamada, Courtney McKee, Sebastian Torres Retana, Ritika Gupta

Eric
Restaurant Owner, Age 41

Eric is the owner of a high-end Italian restaurant, which he opened three years ago. He manages a staff of 15 employees. His aim is to make each guest feel special while they dine at his restaurant. He struggles with having to turn away customers during busier hours, and as a result, wants a system to show real time restaurant traffic to prove he values his guests' time.

STAGE	Anticipation	Shift Preparation				Dinner Shift						Closing		Reflection
THOUGHTS	Anticipates a busy night ahead	There were recent reports about poor customer service.	Late employee missed the instructions.	How can I facilitate dinner prep? Is there anything else he should be doing?	My staff is very responsive. They are working very hard.	This will be fun! I hope everyone fits.	How can we seat people more efficiently?	I hope they will come back again...	I must apologize the next time she's here.	I want the guests to feel special when they come here.	This is why I own this place!	Was a busy night tonight.	How can this be avoided this next time?	Overall a busy but successful day.
ACTIONS	Comes to work. Preps for staff meeting.	Reminds staff to care about customer service.	Employee comes in late.	Deciding on his next action.	Owner oversees the employee's work.	Soon after the restaurant opens, a party of 8 comes in.	Waiting line to get seated gets longer.	People start to leave due to long waiting time.	Notice a loyal customer leave, due to the long wait time.	Gives free cake to the big group.	Birthday group thanks him for the service.	Restaurant closes for the night.	Hears of a negative occurance from employee.	Tidies up, locks up, and leaves the restaurant.
TOUCHPOINTS	**1a**. I notice I am the first to arrive. **1b**. The place is quiet and clean.	**2a**. I talk about how customers are important & staff must treat them kindly. **2b**. I notice employees are paying attention.	**3a**. The late employee is out of breath and tries to come in quietly. **3b**. Staff & I notice and are briefly distract- **3c**. I call the staff back to attention & continue with the meeting.	**4a**. The staff meeting has ended, and my employees are preparing for the night.	**5a**. I notice my staff is working hard & everyone works well together.	**6a**. I assess the size of the group and decide they can fit at two tables in the back. **6b**. I slide two tables together with the host's help. **6c**. I bring the party back to the table.	**7a**. I notice people who were waiting by the doors leave. **7b**. I see that the diners eating are smiling and nodding, and guess that they are enjoying the food.	**8a**. I am reminded of the need for a better POS system, to avoid crowding & reservation problems.	**9a**. I notice a regular customer is no longer waiting in line, and has left. **9b**. I then realize other tables in the restaurant are starting to open up, but it's too late for me to seat the loyal diner.	**10a**. I take in the diners delighted expressions as I bring a free cake to their table. **10b**. I join the diners in a chorus of "Happy Birthday".	**11a**. I say my goodbyes to the large party and thank them for dining with us. **11b**. Three of the diners thank me for the cake and good service, and I am reminded of why I enjoy having a restaurant and why good service is a must.	**12a**. I assess the night's insights and revenues on our POS sytem, then turn it off for the night.	**13a**. I listen to a staff member report a custom-er complaining about slow service. **13b**. I ponder what we can do to prevent similar issues in	**14a**. I turn the lights off, and look back into my empty restaurant, confident that this business is a good one.

Enriched Experience

FEELINGS

Poached Experience