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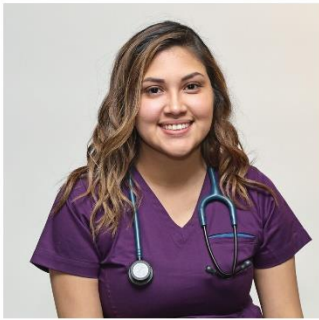
Clean EatZ Kitchen

<http://www.cleaneatzkitchen.com/>

GIT 435

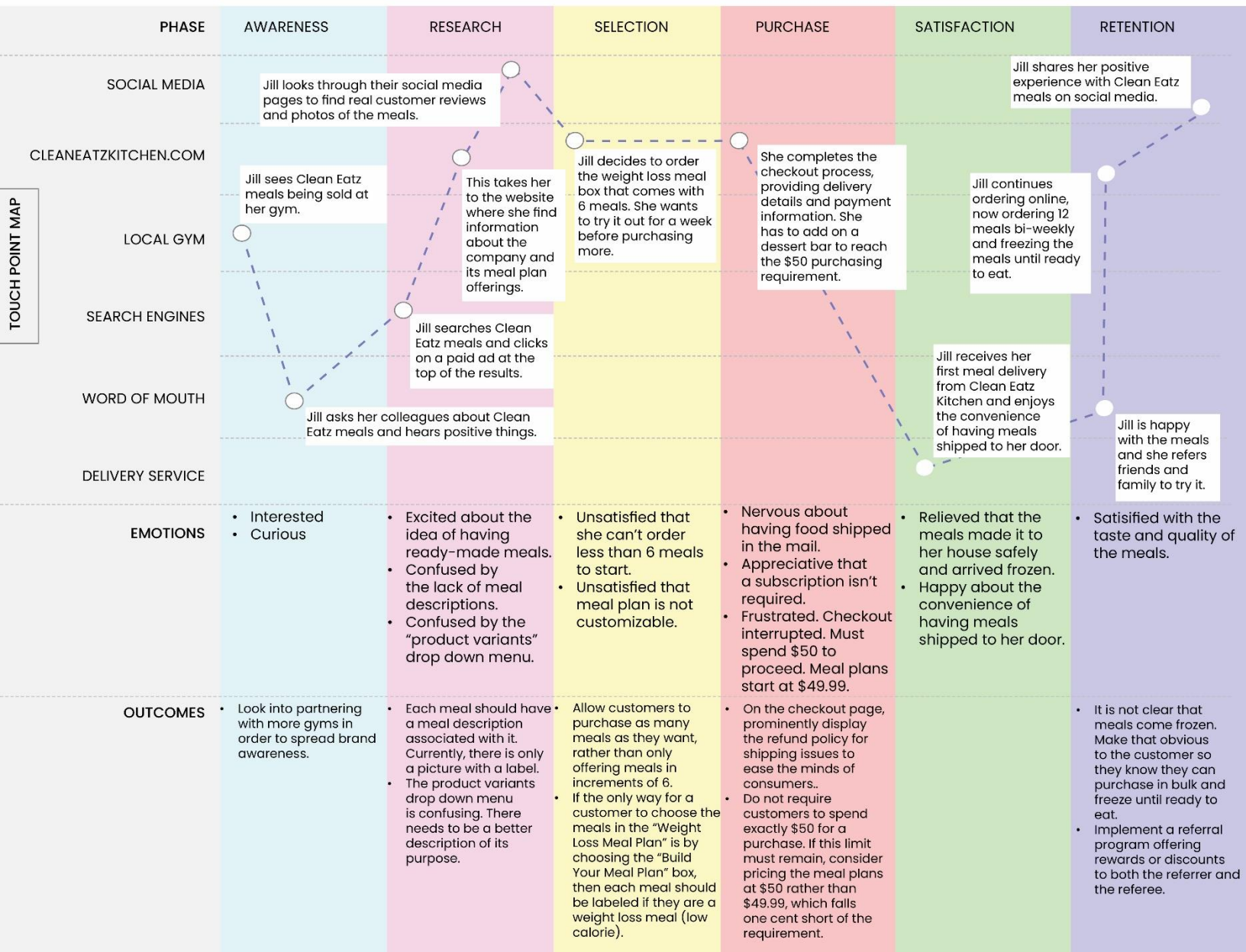
Module 5: User Journey Mapping

Customer Journey Map JPEG is also attached separately. I added this one here for reference.



## CUSTOMER JOURNEY MAP FOR CLEAN EATZ KITCHEN

Jill Thompson, a 28-year-old Licensed Practical Nurse (LPN) living in Wilmington, NC, leads a busy lifestyle and prioritizes maintaining a healthy diet amidst her demanding career and personal commitments. To accommodate her schedule, she seeks ready-made meals that can be quickly reheated and taken to work with her.

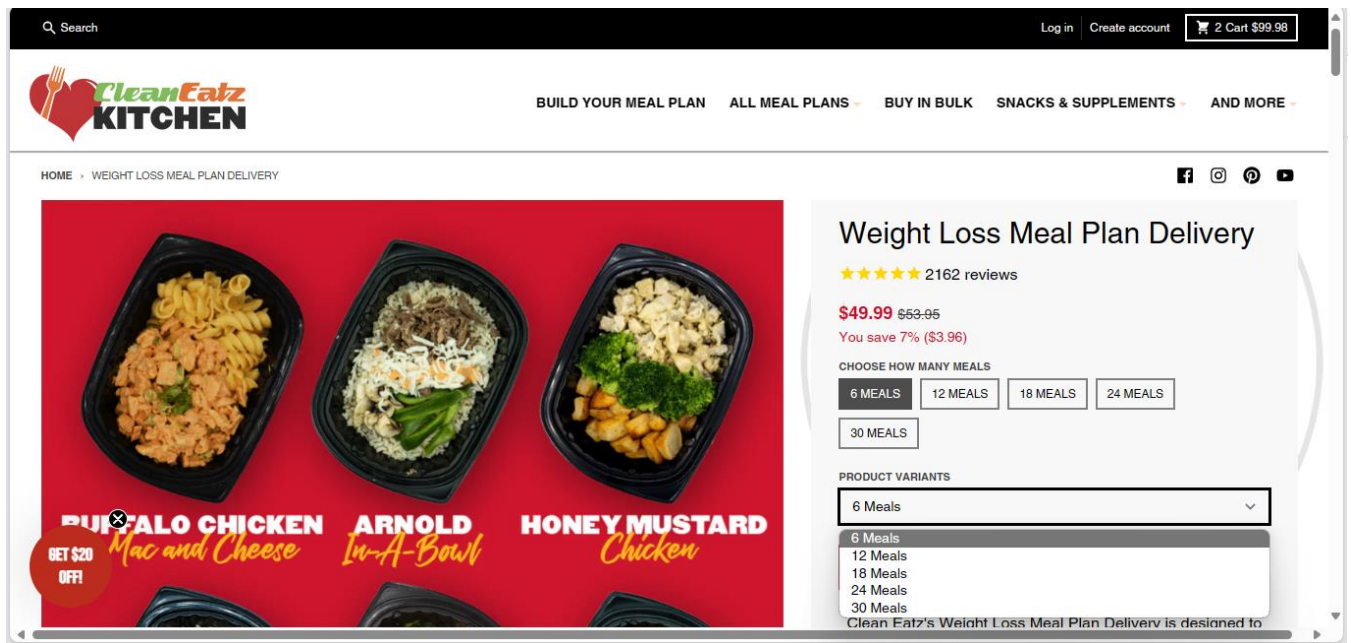


The customer journey map for Clean EatZ Kitchen was developed using statistical data, specifically focusing on a persona derived from research findings (female, aged 28). Pain points were identified through analysis of Facebook reviews of Clean EatZ Meals. As highlighted in "All You Need to Know About Customer Journey Mapping" (Smashing Magazine, 2015), it's crucial to build customer journey maps using a combination of statistical and anecdotal evidence.

The goal of this customer journey map is to identify pain points and areas for improvement in the customer experience of Clean EatZ Kitchen, a meal delivery service. By analyzing the journey of our persona, Jill, we aim to enhance user satisfaction and retention while addressing key issues throughout the customer lifecycle. Jill is a health-conscious individual seeking convenient meal options to support her busy lifestyle. She values quality, convenience, and customization in her meal choices. Her journey represents a typical customer's experience with Clean EatZ Kitchen.

Throughout Jill's journey, several key pain points emerge. Initially, she discovers Clean EatZ Kitchen through her local gym, where Clean EatZ meals are sold onsite. She then asks her colleagues about Clean EatZ meals and hears positive things. Jill's discovery of Clean EatZ meals through her gym suggests the potential for brand expansion through additional gym partnerships.

Upon exploring the Clean EatZ Kitchen website during her research phase, Jill encounters challenges. The website lacks detailed meal descriptions, leading to confusion about flavor profiles and ingredients. Additionally, the products variants drop down menu is confusing. Users can select 6 meals and choose "30 Meals" from the menu. This lack of clarity requires a better description of its purpose.



During the selection phase, Jill encounters frustration when she realizes she can only order meals in increments of six, and the Weight Loss Meal Plan doesn't allow her to choose the meals or even see what meals are included. This lack of flexibility and transparency impacts her selection process negatively. To address this issue, customers should be able to purchase any number of meals they desire, rather than being restricted to increments of six. Additionally, if the only way for customers to select meals in the Weight Loss Meal Plan is by choosing the Build Your Meal Plan option, each meal in the BYOMP box should be clearly labeled if it is a weight loss meal (low calorie) to allow users to choose meals that align with their weight loss goals.

During the purchase phase, Jill feels anxious about the shipping process and frustrated by the \$50 spending requirement. To alleviate consumer concerns, the checkout page should prominently display the refund policy for shipping issues. Additionally, customers should not be obligated to spend exactly \$50 to make a purchase. If the spending limit must remain, it's worth considering pricing the meal plans at \$50 rather than \$49.99, which falls one cent short of the requirement.

During the satisfaction phase, Jill receives her initial meal delivery from Clean EatZ Kitchen and feels relieved that the meals arrive safely and frozen. She appreciates the convenience of having meals delivered to her doorstep. This positive experience transitions into the retention phase, where Jill continues to enjoy the meals and enthusiastically recommends them to friends and family, as well as sharing her positive experience with Clean EatZ meals on social media. She establishes a routine of ordering 12 meals bi-weekly and storing them in the freezer until needed. Although this has been a positive experience, it can be improved by making it obvious to the customer that the meals come frozen, so they can purchase in bulk and freeze until ready to eat. It would also be beneficial to implement a referral program offering rewards or discounts to both the referrer and the referee.

In conclusion, as Temkin (2013) points out, our organizations aren't the main focus of our customers' lives. When they interact with us, it's usually part of a bigger goal they're working toward. This idea fits well with what we've seen in Jill's journey with Clean EatZ Kitchen. Throughout Jill's journey, her interactions—browsing the website, selecting meal plans, making purchases—are all part of her broader goal of losing weight and having meals prepared for her. Realizing this big picture helps Clean EatZ Kitchen better meet Jill's needs. By offering meals tailored to her goals and being transparent about the nutritional information in the meals, the company can support Jill on her journey to a healthier lifestyle. By understanding that customer interactions are part of a bigger story, organizations like Clean EatZ Kitchen can build stronger connections with customers, help them achieve their goals, and earn their loyalty in return.

## BIBLIOGRAPHY

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