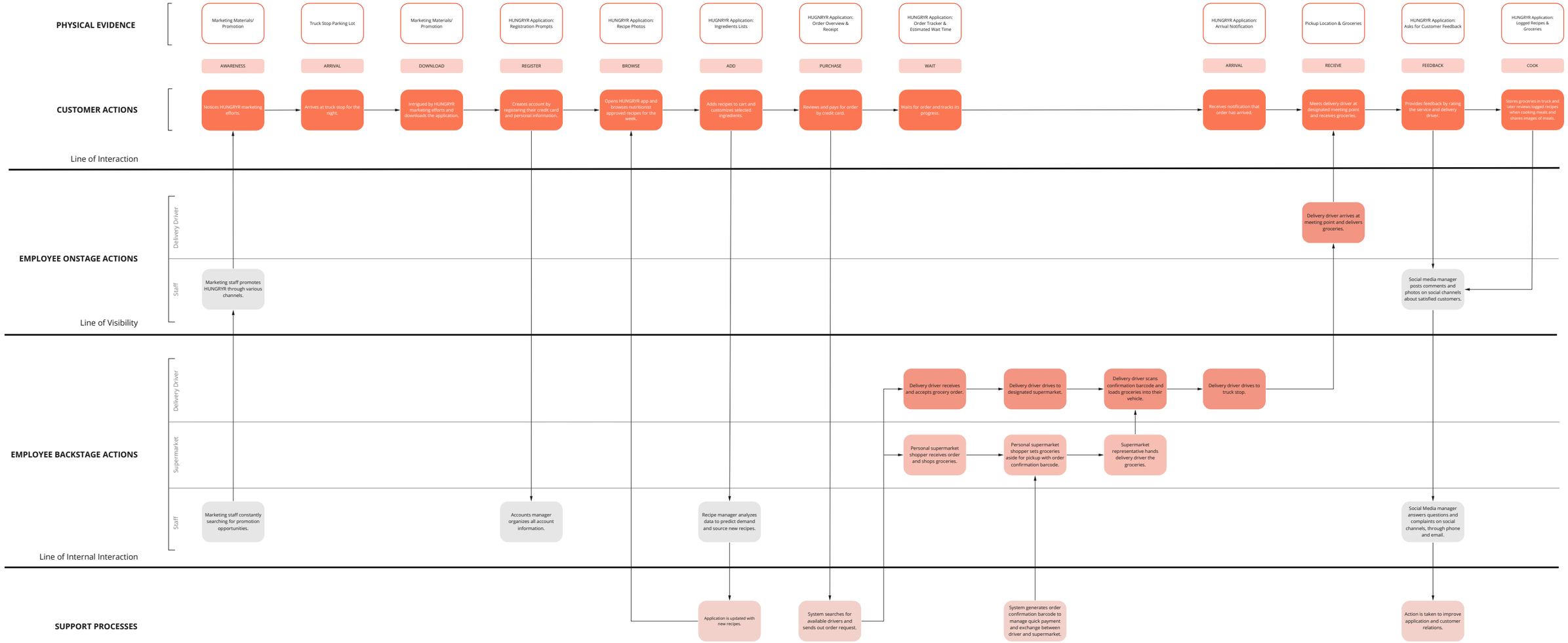
PHYSICAL EVIDENCE
Marketing Materials/ Promotion
Truck Stop Parking Lot
Marketing Materials/ Promotion
HUNGRYR Application: Registration Prompts
HUNGRYR Application: Recipe Photos
HUGNRYR Application: Ingredients Lists
HUGNRYR Application: Order Overview & Receipt
HUNGRYR Application: Order Tracker & Estimated Wait Time
HUNGRYR Application: Arrival Notification
Pickup Location & Groceries
HUNGRYR Application: Asks for Customer Feedback
HUNGRYR Application: Logged Recipes & Groceries
AWARENESS
ARRIVAL
DOWNLOAD
REGISTER
BROWSE
ADD
PURCHASE
WAIT
ARRIVAL
RECIEVE
FEEDBACK
COOK
CUSTOMER ACTIONS
Notices HUNGRYR marketing efforts.
Arrives at truck stop for the night.
Intrigued by HUNGRYR marketing efforts and downloads the application.
Creates account by registering their credit card and personal information.
Opens HUNGRYR app and browses nutritionist approved recipes for the week.
Adds recipes to cart and customizes selected ingredients.
Reviews and pays for order by credit card.
Waits for order and tracks its progress.
Receives notification that order has arrived.
Meets delivery driver at designated meeting point and receives groceries.
Provides feedback by rating the service and delivery driver.
Stores groceries in truck and later reviews logged recipes when cooking meals and shares images of meals.
Line of Interaction
EMPLOYEE ONSTAGE ACTIONS
Delivery Driver
Delivery driver arrives at meeting point and delivers groceries.
Staff
Marketing staff promotes HUNGRYR through various channels.
Social media manager posts comments and photos on social channels about satisfied customers.
Line of Visibility
EMPLOYEE BACKSTAGE ACTIONS
Delivery Driver
Delivery driver receives and accepts grocery order.
Delivery driver drives to designated supermarket.
Delivery driver scans confirmation barcode and loads groceries into their vehicle.
Delivery driver drives to truck stop.
Supermarket
Personal supermarket shopper receives order and shops groceries.
Personal supermarket shopper sets groceries aside for pickup with order confirmation barcode.
Supermarket representative hands delivery driver the groceries.
Staff
Marketing staff constantly searching for promotion opportunities.
Accounts manager organizes all account information.
Recipe manager analyzes data to predict demand and source new recipes.
Social Media manager answers questions and complaints on social channels, through phone and email.
Line of Internal Interaction
SUPPORT PROCESSES
Application is updated with new recipes.
System searches for available drivers and sends out order request.
System generates order confirmation barcode to manage quick payment and exchange between driver and supermarket.
Action is taken to improve application and customer relations.