Grub Hub

Student Experience Map - Current State

Enter | **Ordering** | **Waiting** | **Exit**

Order Anticipation | **Choose** | **Check Out** | **Order Confirmation** | **Travel** | **In Queue** | **Double-Check Order** | **Troubleshoot** | **Exit Restaurant** | **End of Experience**

Student

Hungry Now
It is close to meal time, and the student wants to place and order with Grub Hub

Small Lunch Window
Student is trying to order far enough in advance to give themselves time to eat between classes

Open App
Student opens the Grub Hub app, and ensures they are signed in

Food Focused
The student prioritizes what their options are over wait time

Schedule focused
Student prioritizes where they can get their meal in time to get to class

Decisions Decisions
Student chooses restaurant and meal

Check out
Student is taken to pay page to review order

Personal Card
Student has saved their personal bank card to pay

Campus Dining Card
Student is using money out of their required meal plan

Order Confirmation
Student receives order number and estimated wait time

47th in Line
Student receives their place in line and starts watching the progress bar

Mobile Check In
Student uses a manual mobile check in option to attempt to cut the line

Travel
Student begins walking to restaurant

Travel
Student begins walking to restaurant

Arrival
Student arrives at restaurant hoping their food is already out

Arrival
Student arrives at restaurant and looks for check in station

Kiosk Check in
Student checks in expecting it to be another five minutes before their food is out

In Progress
Student checks app to see if the progress bar has updated

Standing in a crowd
Student finds place to stand or sit while they wait

It isn't ready yet
The app says the food has been ready for over 10 min

Food is ready
Student checks app, it reports the order is ready

Excuse Me
Student goes to counter to try and inquire about order

Order is put out
Order is placed out on shelves haphazardly

Order #528
Employee calls out name or number

look at the time
Student rushed to class still hungry

There it is!
Student grabs their order

Double Check
Student makes sure all items are in the bag

Order is good!
All item are in the bag

I'm missing ...
Student notices item missing from order

Excuse me...
Tries to get an employees attention

I'm Missing ...
student shows receipt

The Fix
employee grabs missing item

Thank You!
student receives missing item

Waste
Student abandons order, maybe text a friend saying they can have it

On the Way
Student leaves pick up area

Class
Student walks to class and eats in class or later in the day

Let's Sit
Student finds a place to sit and eat

Service Satisfaction

"I have some time between classes, I should order on Grub Hub."

"I have been craving a chicken sandwich. Grub Hub says the Chic-fil-a has a short wait!"

"Hopefully, this time will be different, and I won't have to rush to my next class."

"My wait time hasn't changed, I'm starting to get nervous about how long I will need to wait."

"My order still isn't ready yet...?"

"Usually I am hovering in a crowed near the restaurant, Grub Hub says my food is ready but they are putting out numbers 10-20 ahead of mine."

"I can see my food, but I really need to start walking to class. Why won't they just put it out?"

"I can't blame the people who are making my food, they are just trying to feed all of campus."

"Sometimes you don't have a choice to wait or not, there has been one time I had to leave and go to class and I told someone else they could have my food"

"The number of times it has crashed on campus I knew I truly could not trust Grub Hub."

Line of Satisfaction

App Touchpoints

Open App
Student opens the Grub Hub app, and ensures they are signed in

Scroll
Student scrolls through restaurant options

Choose
Student chooses restaurant and meal

Check out
Student has option to pay using campus dining card or personal card

Progress Bar
Student looks at updated time estimate

Mobile Manual Check In
Student manually checks in, to jump the line

Progress Bar
Student looks at updated time estimate

Receipt
Student is emailed receipt and asked for review

Support
Student contacts support if there was a problem with their order

Human Touchpoints

Calls out order
Employee calls out order number or name, and places bag on shelves

Asked for...
If their is a problem with an order student will ask an employee for assistance

Fixed
Employees will hand fixed item back to students

Pain Points

Distrust
Inaccurate wait times lead students to choosing between abandoning their order and going to class hungry or being late/missing class.

Accurate updates
The apps progress bar doesn't update accurately. The progress bar will say done too quickly, or stall in one position long after food should have been ready.

Impatience
Students waiting more that 5 min after their estimated delivery time will get impatient. They ordered food from grub hub so they could grab and go to the next thing.

Rushed
A Student waiting in a crowd and realizing if their food isn't ready soon they are going to have to go to class they wait as long as possible to leave then rush to class

Disorganization
Food is organized inconstantly. It is sorted alphabetically by first or last name or placed out at random. Students are unsure where to look for their orders causing crowding.

Frustration
When students have waited over 45 min for their meals then notice something is missing they have to weigh trying to get someone to fix it or being late to class.

Confusion
When there is a mistake with an order students try to speak to an employee. Since their is no employee tasked with fixing customer complaints trying to get help is difficult.

Powerless
All liability falls on the students when food orders come out late. Even if students realize ahead of time that their order is running late, there are no actions they can take to fix the problem.

I knew it
Self fulfilling prophecy:

"I knew Grub Hub would screw me over, I was hoping this time would be different"

Rushed
Delayed order out put forces students to rush to their next activity instead of enjoying their lunch/ snack break.

Line of Control

TV Progress Bar

Gray
TV progress bar has order number in a gray box

Check In
after student checks in restaurants begin processing order

Pink
TV progress bar has order number in a pink box

Red
TV progress bar has order number in a red box

App Progress Bar

Order Number
Student receives order number and place in line

In Progress
first notch indicating they have received the order

You're Next
Second notch indicates they are almost to your order

Preparing Order
third notch indicating they have began cooking order

Order is Ready
Progress bar complete, food should be places out

Grub Hub System

Order placed
Student places order

Accepted
Restaurant accepts order

Timer Starts
Drive through system starts timing till order completion

Kitchen

Cook Food
Kitchen staff begins cooking order

Food Runner

Finds order
Runner finds order on screen

Grabs Food
Grabs food from window

Bags Food
Bags all food items in order

Makes Drinks
makes drinks and grabs extras like silverware, sauces and napkins

Grabs Bags
Grabs 2 or 3 bags at time

Calls Number
Places orders in pile on shelves