	Awareness	Research Online & Offline	Make selection from competitors	Book Online/Visit directly	Arriving at Restaurant	Explore Menu and Decide on Food	Place Order	Waiting for Food	Eating	Waiting for Bill	Making Payment	Bonus Program	Leaving	Feedback	Recommendation	Repeat (Visit Again)
Customer Goals	1). Discussing with friends & family about the nearby place to have food 2). Customers find out about the Classico via word or mouth, social media and other marketing materials	1). Make Google research and read online reviews 2). See flyers, banners, word of mouth and came to know about Classico	1). Read & Compare reviews. 2). Compare food prices 3). Check common food items for everyone 4). Check nearby & convenient location 5). Check for vehicle parking --------- choose CLASSICO	1). If running with short time then try order online 2). To save the waiting time, make reservation for seat 3). Instead of online booking, visit directly to Classico	1). Check in with host 2). Wait for the table if busy 3). Look for a place to sit	1). Checkout the different menus 2). Pick up the relevant menu 3). Make a selection on the desired food items 4). Watch for waiter when everybody is ready	1). Decide the food and give order to the waiter *(use a better word)* 2). The waiter confirms my selected food	1). Decide the food and give order to the waiter *(use a better word)* 2). The waiter confirms my selected food	1). Eat food 2). Chat with friends/family	1). Flag down the waiter	1). Look for the options to make the payment 2). Make payment 3). Get the payment receipt 4). Give tip	1). Special offer or discount 2). Enrolment for membership for special discount	1). Get/Pack all the personal belongings and head out the door 2). The staff wished me good night/have a nice day	1). Evaluate the overall experience 2). Fill the feedback form (If I'm being asked)	1). Share the experience with family & friends 2). Ask them to give a try to visit Classico	1). How soon I'll visit again to Classico?
Customer's Thinking		1). Online: Read Positive & Negative Reviews 2). Offline: Heard limited information	1). What food places are around Kharar? 2). What sounds good to eat? 3). What does everybody else want?		1).How busy the Classico? 2). How is the atmosphere 3). Is there a seating for group/family without a long term?Is there a seating for group/family without a long term? 4). Am I comfortable to sit at the available place?	1).Check the food price, if it fit back in the budget 2). Understand the food names clearly 3). Is everyone ready? What are they ordering?	1). Have I ordered food for everyone?	1). How long until the food is delivered? 2). What should I do in this waiting time?	1). How is the food? 2). Am I happy with the experience? 3). How is the atmosphere?	1). Where is the waiter?	1). What are the options available to make payment? 2). Am I getting any discount?	1). Will I get promotional offers and discount? 2). Do I have to fill any kind of forms or Classico team will ask me the details?	1). Checking the table & seat if I'm forgetting anything	1). How many questions I'm being asked 2). How much the feedback process will take to complete? 3). Should I be brutally honest or write generic answers ?	1). Share all the experiences 2). Tell them about the most liked and disliked things	1). With whom should I visit again? 2). Should I wait to get any special offer/discount via social media, marketing or membership plans?
Experience																
Problems	1). Online: Read Positive & Negative Reviews 2). Offline: Heard limited information	1). Online: Read Positive & Negative Reviews 2). Offline: Heard limited information	1). Online: Read Positive & Negative Reviews 2). Offline: Heard limited information	1). Online: Read Positive & Negative Reviews 2). Offline: Heard limited information	1).How busy the Classico? 2). How is the atmosphere 3). Is there a seating for group/family without a long term?Is there a seating for group/family without a long term? 4). Am I comfortable to sit at the available place?	1).Check the food price, if it fit back in the budget 2). Understand the food names clearly 3). Is everyone ready? What are they ordering?	1). Have I ordered food for everyone?	1). How long until the food is delivered? 2). What should I do in this waiting time?	1). How long until the food is delivered? 2). What should I do in this waiting time?	1). How long until the food is delivered? 2). What should I do in this waiting time?	1). How long until the food is delivered? 2). What should I do in this waiting time?	1). How long until the food is delivered? 2). What should I do in this waiting time?	1). How long until the food is delivered? 2). What should I do in this waiting time?	1). How long until the food is delivered? 2). What should I do in this waiting time?	1). How long until the food is delivered? 2). What should I do in this waiting time?	1). How long until the food is delivered? 2). What should I do in this waiting time?
Suggestions/ Opportunities																