

| Phase of journey | Prepare to shop | At home computer or tablet | Shop | Payment | Delivery | At home experience |
|--|-------------------------------|---|---|---|--|--|
| Actions What does the customer do? | Create shopping list | Go to the Kroger webpage Log into website Uses saved Password | Search items Select item Select quantity Check substitution Yes or No Put into Cart | Confirm Order View Order See stored payment info Pay for order Receive email confirmation | Receive delivery email Try to change pick up time Drive to store parking lot No store attendant parking lot, try calling store Go into store and wait to pick order Drive back home | Checks items Calls store Puts away plastic bags in recycle Puts away items in place |
| Touchpoint What part of the service do they interact with? | | Store webpage | Store webpage | Store webpage | Personal email Store webpage Store Store | Store |
| Customer Thought What is the customer thinking? | Got to get these things today | | Wish I could see my last order and just reselect Hmm, I wish I could give some instructions | | This time is not the best... wonder how I can change it to a later time Been here 5 minutes already. Why is there no one here? Let me call this parking bay to have someone come out I can't believe they are telling me to come into the store! How is this online shopping?!! I am so mad...it's made me late for my call | I don't like this substitution, and this other order is wrong! What a terrible waste of plastic! Why can't they let me take my own bag? Look at the overripe bananas and avocados. They are going to be unusable soon. |
| Customer Feeling What is the customer feeling? | | | | | | |
| Opportunities | | | save orders for reuse ability to provide notes for product selection/subs | | select curb side pick up time improve delivery efficiency | check orders for correctness before delivery email environmentally friendly packaging options |