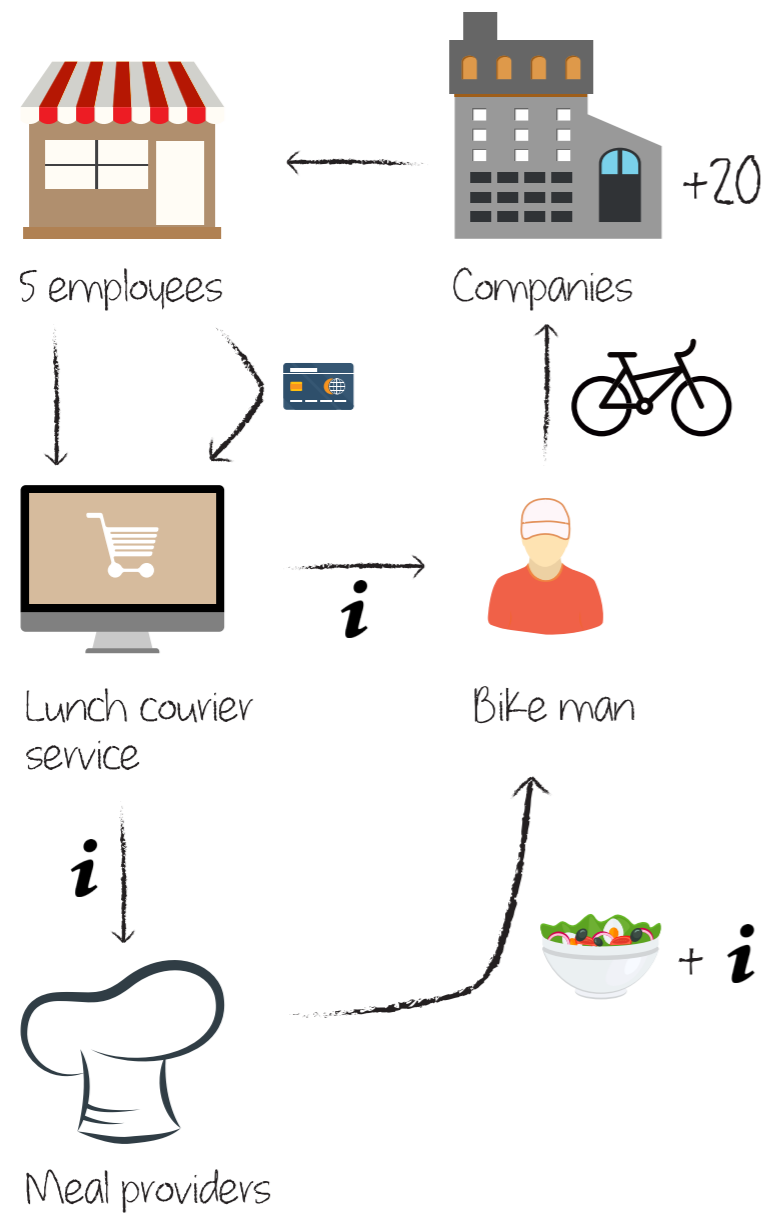


THE FACTORS FROM THE CUSTOMERS' POINT OF VIEW

THE SERVICE OFFERED BY LUNCH COURIER



SERVICE MINDED FRONT STAFF
DELIVERY GUY SHOULD BE EASY TO
RECOGNIZE



DELIVERY GUY DOES NOT MAKE A
MESS WITH THE DELIVERY



THE ORDER IS
CORRECT



DELIVERY TIME: ON TIME
ON A TIME RANGE



DELIVERY FEE
PRICE



ONLINE PLATFORM:
USEFUL AND EASY TO BOOK



MATERIAL USED TO KEEP THE FOOD
WARM (PACKAGING)

CUSTOMIZATION OF PACKAGING



QUALITY OF FOOD
BRAND IDENTITY



RECYCLING OF
THE PACKAGING



PORTION SIZE
VARIETY OF THE FOOD



UTILITIES/
ACCESSORIES

FALCON BAG



- Paper Bag
- Cold food
- Lower price
- Quick order



CHEAP PACKAGING

DELIVERY ON TIME

- "All-in-one" pack with wooden cutlery
- Food should keep warm
- Higher price



EXPENSIVE PACKAGING

PUMA BOX



TURTLE BOX



- Plastic Bag & disposable cutlery
- Food can be reheated, for example in the microwave
- Lower price
- Complex order



DELIVERY ON TIME RANGE

- "Thermo"/ Tupperware & wooden cutlery
- Food should keep warm
- Higher price
- Complex order



PANDA BOX



SCENARIO: PACKAGING



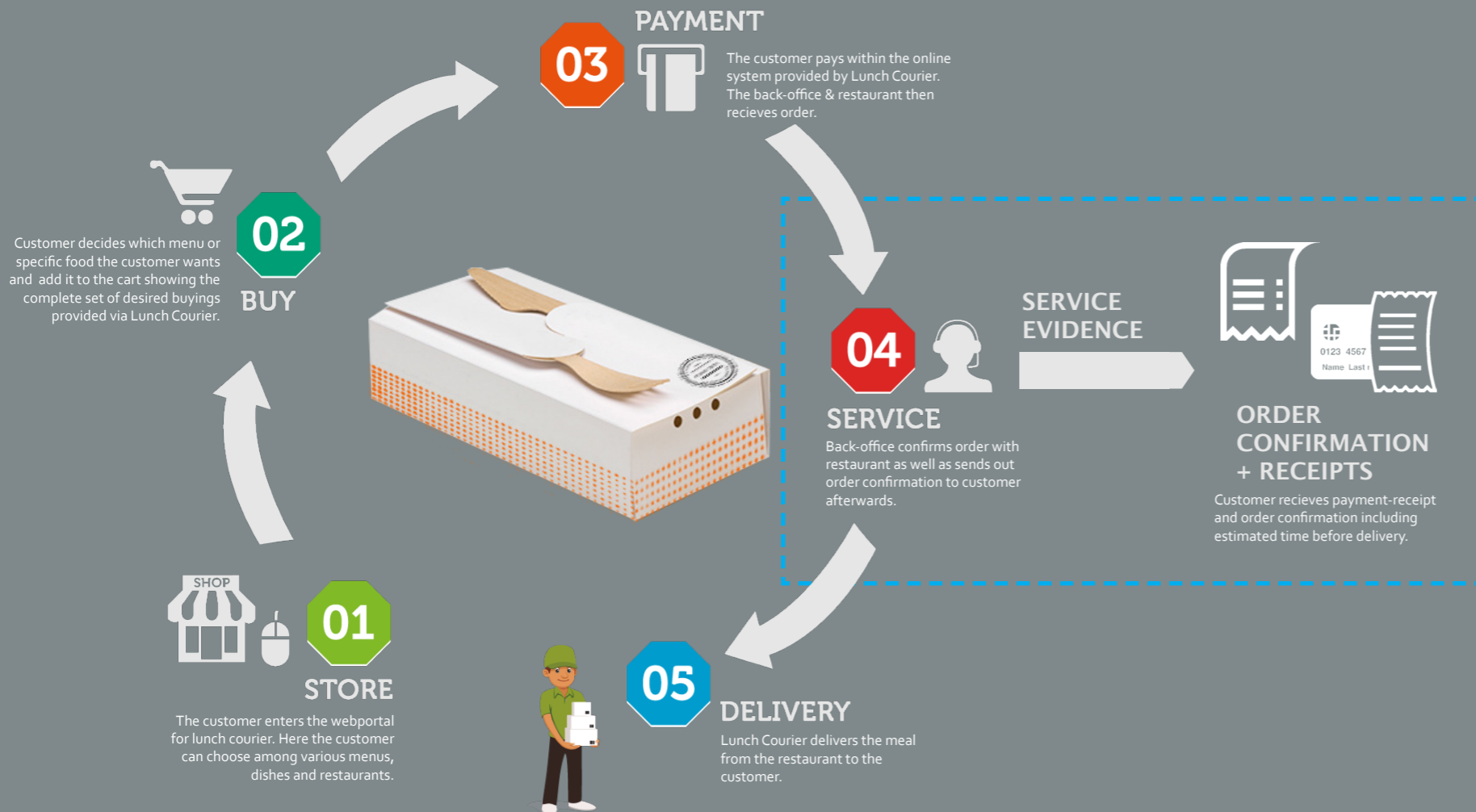
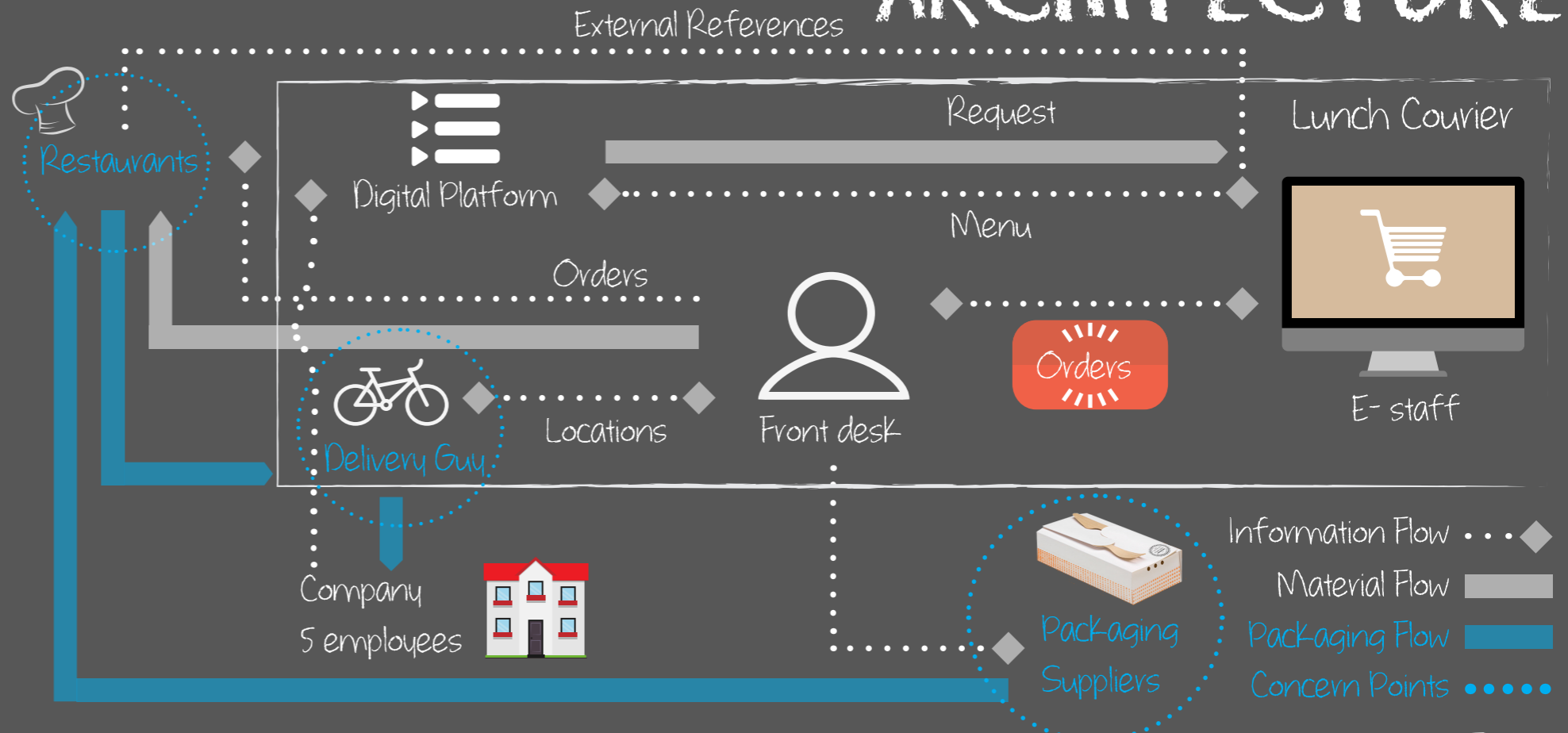
Smart Packaging
Heat Transmission Loss

Exclusive:
cardboard box,
build-in thermo
foil and quality
wooden cutlery.

SmartPackage:
the puma box is an all-in-
one packaging which is easy
to pack for simple food,
disposable after use but
expensive to produce from
external supplier.

Package supplier, Restaurant and Delivery are important touchpoints of concern when choosing an external package supplier. Front desk also have a major role in making sure packaging suppliers are updated on what the restaurants needs.

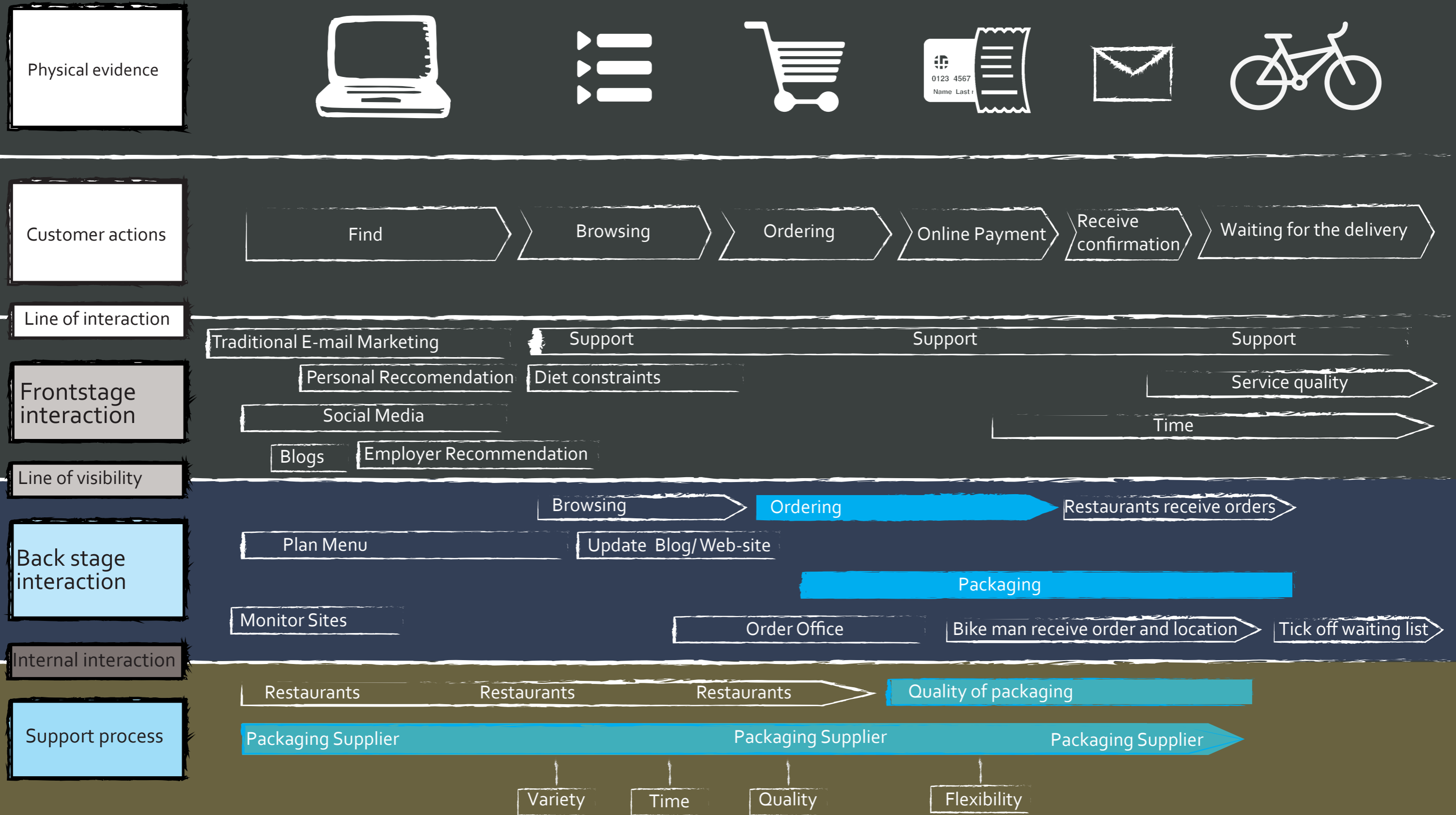
SYSTEM ARCHITECTURE



INITIAL SERVICE JOURNEY SERVICE EVIDENCE VALUE STREAM



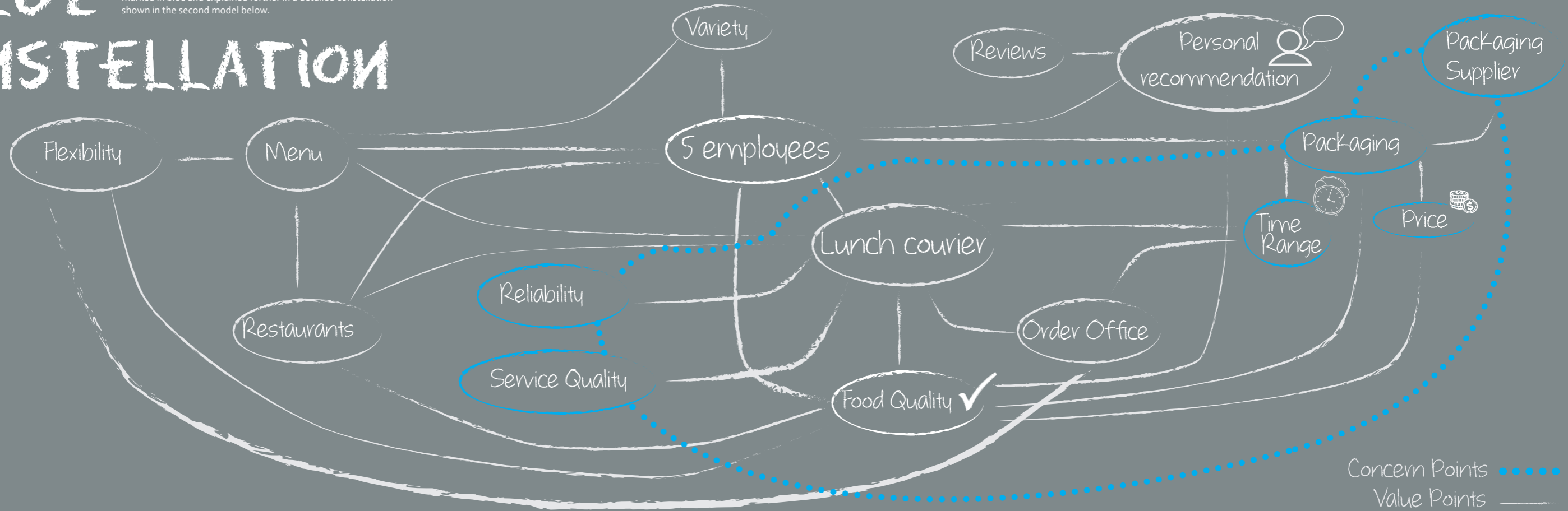
CUSTOMER BLUEPRINT: FOCUSSED ON PACKAGING SUPPLIER IN BACK-END & SUPPORT



● IMPORTANT ASPECTS IN TERMS OF QUALITY & RELIABILITY WHEN CHOOSING PACKAGING OR EXTERNAL SUPPLIER

VALUE CONSTELLATION

The value constellation is related to the service itself. However the concern towards the reliability on the packaging supplier has been marked in blue and explained further in a detailed constellation shown in the second model below.



PACKAGE SUPPLIER VALUE CONSTELLATION

Package development is an important aspect of the service, with a certain focus on reliability it can become one of the key value constellations when focussing on packaging. An example could be that one packaging becomes preferable among customers than other packagings.

Inspired by "Multilevel Service Design: From Customer Value Constellation to Service Experience Blueprinting" Journal of Service Research 14(2): 180-200

- Reliability
- Service Quality
- Time Range
- Price

