

LAPPEENRANTA UNIVERSITY OF TECHNOLOGY
School of Business and Management
International Marketing Management

MASTER'S THESIS

**THE IMPACT OF EMOTIONS ON CUSTOMER EXPERIENCE THROUGH USING
MOBILE APPLICATION FOR FOOD ORDERING IN FINLAND**

Nguyen Thi Minh Hong

1st Supervisor/Examiner: Professor Sanna-Katriina Asikainen
2nd Supervisor/Examiner: Associate Professor Hanna Salojärvi

Helsinki, Finland 2018

ABSTRACT

Author: Nguyen Thi Minh Hong
Title: The impact of emotions on customer experience through using mobile application for food ordering in Finland
School: LUT School of Business and Management
Degree programmer: International Marketing Management
Year: 2018
Master's Thesis: Lappeenranta University of Technology
103 pages, 32 figures, 5 tables, 2 appendices
Examiners: Professor, D.Sc. (Tech.) Sanna-Katriina Asikainen
Associate Professor, D.Sc. Hanna Salojärvi
Keywords: Customer experience, Emotion.

This thesis aimed to research about customer experience but in a deeper understanding of emotion element inside customer experience. Under the circumstances, the thesis carried out a study through a mobile application for ordering food in Finland. The theoretical part of this thesis focused on defining customer experience, emotion and the application of PAD emotional model. For the empirical part, the study was conducted through two-phase research: the first phase was a short survey to identify qualified customers. After that, an interview form was prepared for customers to fill in. A qualitative method was used to analyze the data and a base for applying in the PAD model to understand their emotion during different customer journey. Customer maps were drawn through the result of the interview, in order to make a comparison and analysis. Case companies were Wolt & ResQ, which were both based in Finland and provided an online platform through a mobile application for food ordering, but each company operated in a different way to create a great customer experience. The result certainly answered how customer's emotions were different from different factors: customer status (new user, moderate user, and frequent user) and customer journey. Customer journey maps were drawn based on the interview, in order to see the changes in customer's emotions at a different stage during their experiences. Based on the result, this thesis suggested for future research, the research should be more focused in a wider range of participants and somehow, connecting with case company, so that the reliability for the research could help the company to understand more about their customers, in order to develop or upgrade the application.

ACKNOWLEDGEMENTS

After finishing my Bachelor thesis in Finland, this is another chapter in my life as a next achievement for 2 years studying at Lappeenranta University of Technology. This was exactly the right destination on my way of pursuing my interest in Marketing.

Writing this thesis has been a long journey for me. The topic really attracted me as a flash came to my mind and I felt really enthusiastic. However, some difficulties seemed to block me up for a few months. After that, I learned many things to overcome, to believe that I can do it and to know some new people and talking to them about my thesis, in which they felt interested in the topic.

I would like to show my appreciation to Professor Sanna-Katriina Asikainen and Associate Professor Hanna Salojärvi for providing me with helpful advices, pushing me to concentrate on the topic. In addition, I also want to thank all the customers who spent their time and interest in my project. Together with my friends, who helped me with the grammar, spelling, and format my thesis

Finally, I could not reach that far in my study trip without supports and encouragement from my family.

Thank you!

Table of Contents

1	Introduction.....	8
1.1	Background of the study.....	8
1.2	Research Aims and Questions.....	9
1.3	Preliminary Literature Review	10
1.4	Theoretical framework.....	13
1.5	Definition of terms and concepts.....	14
2	CUSTOMER EXPERIENCE	16
2.1	Definition of customer experience.....	16
2.2	Online customer experience.....	17
2.3	Online customer journey and touchpoints.....	18
3	EMOTION.....	21
3.1	Definition of emotion.....	21
3.2	The roles of emotion.....	26
3.3	PAD model.....	27
3.4	Measure of emotion.....	28
4	RESEARCH DESIGN AND METHODS	30
4.1	Case descriptions	30
4.1.1	Wolt.....	30
4.1.2	ResQ.....	32
4.2	Research method	33
4.3	Data collection	35
4.4	Data analysis	36
4.5	Reliability and validity of the research.....	36
5	EMPIRICAL FINDINGS	37
5.1	Main results	37
5.2	Customer experience map of new users from Wolt and ResQ	38
5.2.1	New users from Wolt.....	39
5.2.2	New users from ResQ.....	41
5.3	Customer experience map of moderate users from Wolt and ResQ	43
5.3.1	Moderate users from Wolt.....	43
5.3.2	Moderate users from ResQ.....	44

5.4	Customer experience map of frequent users from Wolt and ResQ	46
5.4.1	Frequent users from Wolt.....	46
5.4.2	Frequent users from ResQ	48
5.5	Emotional pleasure and emotional arousal.....	50
5.5.1	New users from Wolt.....	50
5.5.2	New users from ResQ.....	52
5.5.3	Moderate users from Wolt.....	53
5.5.4	Moderate users from ResQ.....	54
5.5.5	Frequent users from Wolt.....	56
5.5.6	Frequent users from ResQ	57
6	DISCUSSION AND CONCLUSIONS	59
6.1	Theoretical implications	59
6.2	Summary of empirical result.....	59
6.3	Managerial implications	62
6.4	Limitations and recommendation for future research	62
	References.....	64
	APPENDICES.....	71
	Appendix 1. Background information of respondents collected from survey.....	71
	Appendix 2. Interview format	73

LIST OF TABLE

- Table 1: Definition of emotion
Table 2: Theme questions for interview
Table 3: Wolt & ResQ qualified respondents
Table 4: Emotions of respondents
Table 5: Respondents background information.

LIST OF FIGURES

- Figure 1: Theoretical Framework
Figure 2: Four stages of customer journey (adapted from Court, et al. (2009))
Figure 3: Seven-phases of customer journey (modified from Petre, et al. (2006))
Figure 4: Modified PAD model (adapted from Russel (1980))
Figure 5: Emotion's position based on specific degree (adapted from Russell, et al. (1989, pp. 1166-1167)).
Figure 6: Screenshot from Wolt application
Figure 7: Screenshot from ResQ application
Figure 8: Status of respondents
Figure 9: Customer map of Wolt's new user 1
Figure 10: Customer map of Wolt's new user 2
Figure 11: Customer map of ResQ's new user 1
Figure 12: Customer map of ResQ's new user 2
Figure 13: Customer map of Wolt's moderate user 3
Figure 14: Customer map of Wolt's moderate user 4
Figure 15: Customer map of ResQ's moderate user 3
Figure 16: Customer map of ResQ's moderate user 4
Figure 17: Customer map of Wolt's frequent user 5
Figure 18: Customer map of Wolt's frequent user 6
Figure 19: Customer map of ResQ's frequent user 5
Figure 20: Customer map of ResQ's frequent user 6
Figure 21: Wolt's new user 1 emotions.
Figure 22: Wolt's new user 2 emotions.

Figure 23: ResQ's new user 1 emotions.

Figure 24: ResQ's new user 2 emotions.

Figure 25: Wolt's moderate user 1 emotions.

Figure 26: Wolt's moderate user 2 emotions.

Figure 27: ResQ's moderate user 1 emotions.

Figure 28: ResQ's moderate user 2 emotions.

Figure 29: Wolt's frequent user 1 emotions.

Figure 30: Wolt's frequent user 2 emotions.

Figure 31: ResQ's frequent user 1 emotions.

Figure 32: ResQ's frequent user 2 emotions.

1 Introduction

1.1 Background of the study

The service sector has strongly grown in the world economy. According to Wöfl (2005, pp. 3-15.), the service sector has become the quantitatively most important sector in all OECD countries, in which it accounts for about 70% of aggregate production and employment in OECD economies and continues to grow. In most countries, service productivity growth is only about half of manufacturing productivity growth. In the United States, Sweden and Finland, the ratio is less than one third. Service has been recognized as the third sector besides agriculture and manufacturing. Furthermore, rapid changes in technology resulted in the industrial revolution in which the service revolution strongly based on advanced technology change (Moritz, 2005, pp. 24-30.). For example, you can top-up for your mobile phone or paying the bill, quickly and conveniently through your phone via online banking, without walking to the bank or the shop. According to Statistic Finland, employment in the service industries accounts for 72.9% of all jobs in Finland in 2010. The share of service sector jobs from all jobs has increased by 5.6% during 2001-2010 (Statistics, 2012). The digital service platform – the platform economy – has a global impact on the competitive conditions. Digitalization will enable the service economy to cross borders more quickly than the globalization of the manufacturing industry (Economy, 2015).

On the other hand, interesting results announced by Shaw and his scholars through survey and a webinar about "Customer Experience Tracker" in which surveyed over 1,000 people in the United Kingdom and the United States, the state of customer experience measure by organizations and customers. The question was asked "How has the customer experience improved over the past six months?", the confliction between an organization and customers' responses in which 29% of organization think they have improved their customer experience, whereas only 5% of customers (Shaw, et al., 2010, pp. 4-5.). The major space in the responses proved the truth that the organization did not put a really important focus on their customer experience but their improvement in product and other activities to pull the customers close. Client behavior with its changing patterns and lifestyles has made it difficult to predict or to evaluate what one individual needs (Moritz, 2005). In another word, we can talk about experience economy when describing the importance of services (Gilmore, 1998).

Emotion commonly characterized into positive and negative affect. The effective context of emotion provided could determine how the customer feel during their interactions with service providers. As Mano and Oliver (1993) described affect according to valence (e.g, happy vs. sad) and intensity of arousal (Ruyter, 1999, p. 319.). The three typologies of emotion that marketers most often borrow from psychology are Izard's ten fundamental emotions from his Differential Emotions Theory (Izard, 1977); Plutchik's eight basic emotion categories (Plutchik, 1980), and Mehrabian and Russell's (Pleasure, Arousal, and Dominance dimensions of response (PAD dimension). Havlena and Holbrook (1986) compared the Plutchik and the Mehrabian and Russell (M-R) schemes with respect to consumption experiences (Mehrabian, 1997). Their results showed evidence in favor of the latter, concluding that the three PAD dimensions captured more information about the emotional character of the consumer experience than did Plutchik's eight categories (Machleit & Eroglu, 2000, p. 102.).

The food business in Finland keeps blooming as the deliver job generally is not covered by collective labor agreements and work for low wages. Takeaway deliver services are quite new to Helsinki's restaurants. In fact, the kind of service has long been popular in other countries around the world (Yle, 2016). These days, with the presence of Finland-based technology startup Wolt and ResQ competing against in the food ordering service in Finland. Both companies provide an online platform through a mobile application for food ordering. For Wolt, customers could enjoy the food from the restaurant that they frequently visit right at their home or at the pick-up point. On the other hand, ResQ is a great solution for saving food from being wasted and all you need is to come to the pick-up point. Emotion is important to customer experience, especially the emotion perceived through online application would be different as the tangible experience through contact with different touchpoint such as store, attitude of staff. Therefore, this thesis will exclusively discover different dimensions of emotion with the PAD model at different customer journey maps of application-users in Finland.

1.2 Research Aims and Questions

The thesis aims to offer an insight and understanding of the theory of customer experience and emotion during the stage of customer journey in the context of food ordering service. In the today's world, customer experience is seen as what customers really "wanted" and how different experience that the company will offer and get this done to customers. Customer experience is made up of physical and emotional elements

(Shaw & Ivens, 2002, p. 5). The physical experience that customers could be aware of: the location, the atmosphere, the assistance of staff, etc. However, physical experience perceived through using mobile application delivered differently. The physical interaction with the application of customers could be described from the touch of the screen until the use of different functions on the application to order food. Besides, emotions always exist among customers. It is something to feel first before making logical sense, later leading to decision making (Magids, et al., 2015). Therefore, the research topic in this thesis specifically focuses on the influence of emotion on customer experience.

Main research question:

How emotions influence the customer experience in using mobile application for food ordering?

Indeed, emotion categories appear to be related to each other in a systematic way (Russell and Lemay, 2000) in (Bregman & Geuens, 2004, p. 122). The PAD model is known as the three-dimensional emotion in which PAD stands for Pleasure, Arousal, and Dominance. However, Russell (1980) modified into two dimensions and removed dominance-submissiveness. Therefore, in this thesis, the research will focus on the PAD model but specifically into Pleasure and Arousal dimension of emotions. Two sub-questions will be operated in order to implement evidence for the main research question, to cover different perspective of emotion towards customer experience at different customer journey map. Each dimension of emotion will be examined through one of service design method, known as customer journey map. At different customer journey maps, the different perspectives of emotion exist.

1.1. How emotional pleasure affects customer experience at different customer journey map?

1.2. How emotional arousal affects customer experience at different customer journey map?

1.3 Preliminary Literature Review

In this thesis, the theoretical part will mainly cover the concepts of customer experience and emotion. Customer experience is not a new term; however, different authors in different researches viewed this term in various angles with different perspectives based on the context the terms have been used.

Palmer (2010, p. 196) discussed customer experience since this concept was widely used and abused, the author started by reviewed some definitions taken from different dictionaries about "experience" as a noun and a verb. Experience mostly can be understood as the active participation in an event/activity, in return gaining further knowledge and skills (OUP, 2006) (Collins, 2007). Besides, according to American Heritage Dictionary of English Language, the definition of experience relates more to the feeling of emotions and sensations, the main event in which experience perceived is the happening context, not the abstract of the event (Language, 2006). Gilmore (1998) was latterly followed to define customer experience. Prior to this approach, there was a transition from selling services to customers, offering what customers want and need; the company focuses on selling the experience to customers. Not only providing the products/services that match their needs but also interacting, creating an experience and perceived value for customers. Therefore, customer experience was stated as "events that engage individuals in a personal way" and each customer's emotional, physical, intellectual or spiritual engagement pertains to the experiences. It is necessary to view customer experience from an information-processing approach that focuses on memory-based activities and processes that more "subconscious and private in nature" both an information-processing approach that focuses on memory-based activities and on processes that are 'more sub-conscious and private in nature (Holbrook & Hirschman, 1982, p. 136).

Shaw, et al. (2010) had deeper research related to subconscious and emotional experience. According to Shaw et al. (2010., p. 3.) customer experience has been evolving over the times. While looking back over eight years ago, their approach to customer experience differed in different books. Customer experience mentioned about the interaction between customers with a product, a company or even a part of an organization, in return creating a reaction which becomes the experience. Meyer & Schwager (2007) and Gentile, et al. (2007) provided a quite similar but broader definition of customer experience. The definition of customer experience offers a wide viewpoint as it mainly concerns about the interaction between customers and company, in building the relationship as well as creating perceived values for customers through different activities on products or services. This approach to customer experience through direct contact by the experience of purchasing, using product/service and post-purchasing; indirect contact through advertising, reviews, news.

Emotions were defined by several scholars from different angles (Herter, et al., 2014). Similarly, emotion was regarded as different emotional states of arousal from cognitive appraisals of events or thoughts (Singer, 1962; Schachter and Singer, 1962; Bagozzi et al., 1999, p.184) in Burns & Neisner (2006, p. 51). Hence, Nyer (1997) showed that emotions are consequences of cognitive assessments and depend on the situation and the environment in which the individual is (Herter, et al., 2014, p. 782.).

Bourne and Russo (1998, p. 364) in Martin, et al. (2008, p. 226.) stated emotion as a subjective internal state that has biological, cognitive and social components. Also, they suggested emotions have at least two dimensions: the degree of pleasantness felt (pleasant – unpleasant) and the intensity of the feeling experienced (mild – extreme). On the other hand, philosophers described theories of emotion based on the classification of emotions as representational states. Feeling Theory (FT) identified emotions with feelings or sensations and individuates emotions based on their phenomenal character. Judgment Theory (JT) defined emotions with judgments or beliefs and individuates emotions based on their representational content. And Perceptual Theory (PT) identified emotions with perceptions or construal, and like JT, individuates emotions based on their representational content, but unlike JT, denies that this content is always propositional (Glazer, 2018, pp. 36-37).

Service design has been evolved in the last decades with the expertise in marketing. Going beyond the knowledge of design and marketing base, service design tends to focus on service-specific challenges (Mager, 2009, p. 35). Service design has been significantly developed and grown, built a consistent and dynamic network throughout all fields of service industries: banking, insurance, hospitality, transport, telecommunications, retail, health, and education (Miettinen & Koivisto, 2009, p. 39.). On the other hand, Mager & Sung (2011, p. 1.) looked at service design as the experience for customers through customer journey, including the experiences before and after the service encounters; moreover, service design is creative and visual. Emotions were viewed from the lens of service design as a holistic quality of experience (Dewey, 1963). For Dewey (1963), emotion is a pervasive quality that serves to shape the experience. The emotional quality of an experience is not dependent on experiencing any one emotion. Instead, it is the result of an experience composed of many emotions transitioning and transforming from one to another (Forlizzi, et al., 2003, p. 30.).

Though, plenty of researchers defined many theories about customer experience; nonetheless, the author of this thesis would like to study customer experience from the viewpoint of Shaw & Ivens (2002, p. 6) "Customer experience mentioned about the interaction between customers with a product, a company or even a part of an organization, in return creating a reaction which becomes the experience". Furthermore, this thesis would follow the theory from Mehrabian (1997, p. 332) by classifying emotions into three dimensions, partnering into two pairs of scale: pleasure – unpleasure; arousal – non - arousal and dominance – submissiveness. However, Russell (1980) modified the model into two dimensions and removed dominance-submissiveness. Therefore, in this thesis, the research will be the focus on the PAD model but specifically into Pleasure and Arousal dimension of emotions.

1.4 Theoretical framework

These days, competition between big fishes in the market has never been cooled down but always heats up. Either big or small names absolutely want to offer wide ranges of product/services to customers, in order to provide them with superior quality and experience; in return receiving customer retention and their values. Competition is as tough as the demand of customers, which company gets the knowledge of emerging trends, it could have an advantage of understanding about customers' demand; therefore, improves customer experience.

In this thesis, customer experience also works emotionally. Base on the PAD model (Breneman & Geuens, 2004, p. 122) emotions were classified into three dimensions: pleasure, arousal, and dominance. However, Russell (1980) modified the model into two-dimension model and removed dominance-submissiveness. Therefore, in this thesis, the research will be a focus on the PAD model but specifically into Pleasure and Arousal dimension of emotions. Examined at different customer journey map will reveal various angle of emotion, in order to understand the connection and experience perceived between customers and company in a memorable way. The figure below visualizes the theoretical part of this thesis.

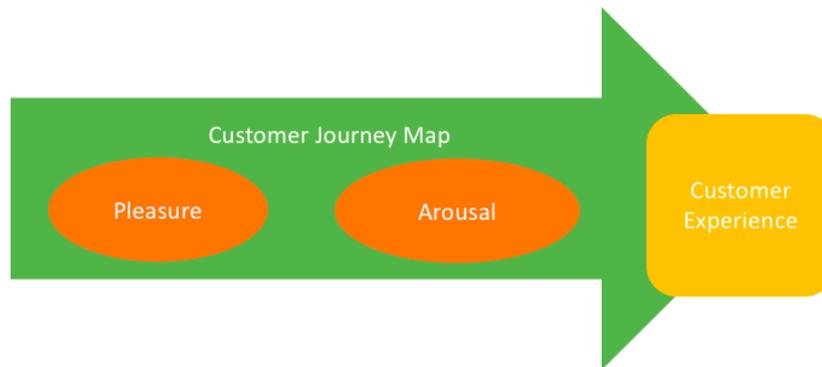


Figure 1: Theoretical Framework

1.5 Definition of terms and concepts

Customer experience: Customer experience mentioned about the interaction between customers with a product, a company or even a part of an organization, in return creating a reaction which becomes the experience (Shaw & Ivens, 2002, p. 5).

Customer journey map is a visual depiction of the sequence of events through which customers may interact with a service organization during an entire purchase process (Rosenbaum, et al., 2017, p. 144).

Customer Touchpoints: the many critical moments when customers interact with the organization and its offerings on their way to purchase and after (Rawson, et al., 2013). Furthermore, it is an occasion on which a customer encounters the brand and product from the actual experience to personal or mass communication to casual observation (Kumar, 2007, p. 21).

Emotion is consciousness of the occurrence of some physiological arousal followed by a behavioral response along with the appraised meaning of both (Sheth et al. 1999, p.356) in Martin, et al. (2008, p. 226).

Emotional pleasure: refers to the degree to which a person feels goods, joyful, happy, or satisfied in a situation (Menona & Kahn, 2002, p. 32).

Emotional arousal: refers to the degree to which a person feels stimulated, active, or alert (Menona & Kahn, 2002, p. 32).

Service interfaces can be defined as any place at which a company seeks to manage a relationship with a customer, whether through people, technology, or some combination of both (Patricio, et al., 2008, p. 2).

Service design: designs for experiences that reach people through many different touch-points and that happen over time (Løvlie, et al., 2008, p. 74). Service Design helps to

innovate (create new) or improve (existing) services to make them more useful, usable, desirable for clients and efficient as well as effective for organizations. It is a new holistic, multidisciplinary, integrative field (Moritz, 2005, p. 7).

2 CUSTOMER EXPERIENCE

2.1 Definition of customer experience

“Favourable” or “unfavorable” experience is an emotional response from what service elicited to a customer (Dhaliwal, et al., 2011, p. 7). For example, a customer feels thrilled after being back from an amusement park or the motivation to come back a good restaurant to enjoy good, friendly attitude from the staff or even because of the decoration in which attracted you; therefore, you would tell all your friend about your great experience. Dhaliwal, et al. (2011, p. 8) considered an “experience” to be a “set of emotions”. Customer experience is not a new term, but it has been viewed in a different perspective by many scholars. The pioneers in defining the successful experience, Pine and Gilmore (1998, p. 12) stated that “a customer finds unique, memorable and sustainable over time”. They extended the definition of customer experience from Dewey (1963) by adding the perceived value from the personal way with an engagement of physical, spiritual and intellectual, not only emotion, in order to fulfill different angles of experience. Notwithstanding, both perspectives complement to provide the full understanding about customer experience as well as the base for the later study about customer experience.

However, as their research has been revised, Shaw, et al. (2010) indicated the new definition of Customer Experience is an interaction between an organization and a customer as perceived through a customer’s conscious and subconscious mind. It blends of an organization’s rational performance; the senses are stimulated, and emotions evoke and intuitively measured against customer expectations across all moment of contact. Meyer & Schwager (2007, p. 118) broadly approached customer experience as “encompassing every aspect of a company’s offering—the quality of customer care, of course, but also advertising, packaging, product and service features, ease of use, and reliability. It is the internal and subjective response customers have to any direct or indirect contact with a company”. Similarly, Gentile, et al. (2007, p. 397) pointed out customer experience originates from a set of interactions between a customer and a product, a company or part of its organization, which provoke a reaction.

Emotion can affect customer experience and their awareness about the reputation of the brand. For example, in 2013, Coca-Cola brought what they called it “Small World Machines, which unites the gap in the relationship between India and Pakistan. People in both countries will together do alive same tasks such as draw, dance, wave the hand,

touching on the screen. The idea behind is not just by doing the tasks but the huge message from Coca-Cola is “Happiness without borders” (Moye, 2013). By bringing happiness, fun and real connection with the neighboring countries would push the project to success and the good emotion from the customer about CocaCola.

2.2 Online customer experience

Several determinants of customer experience were raised from previous researches such as Sirohi, McLaughlin and Wittink (1998); Baker et al. (2002); Grewal et al. (2003); Pan and Zinkhan, (2006); Verhoef, Neslin and Vroomen (2007). These determinants mentioned about social environment, service interface, retail atmosphere, the assortment, the price and promotions (including loyalty program). Moreover, in fact, customer experience in one channel can affect to another channel such as the Internet (Neslin et al. 2006; van Birgelen, de Jong and de Ruyter 2006; Konus, Verhoef and Neslin 2008) in Verhoef (2016, p. 33.).

Beside traditional customer experience, digital customer experience or online customer experience existed alongside since the statistic showed the number of online users raised from 731 million in 2000 to around 4,1 billion people at the end of the year 2017 (Davidson, 2015). Online customer experience is a digital-based interface in which people use computer, smartphone, tablet to search for a product, use mobile application for store’s nearest location. Using online-platform to manage customer experience in the same way as traditional customer experience is far more different. A study found that ten-second wait from the website or application would make about 50% of customers give up and leave (Borowski, 2015.).

Technology-based service delivery systems are becoming an integral part of shopping, and hence are critical to examine in terms of their impact on customer experience (Lemon & Verhoef, 2016, p. 35). Online service delivery operated through mobile application depends on the flow of the application in which it provides smooth features, such as ordering, easily reachable support, easy payment options and quick delivery (Novak, et al., 2000, pp. 23-24); (Hair, et al., 2012, p. 309); (Bilgihan, et al., 2014); (Liu, et al., 2016, pp. 1086-1087). Using a mobile application based on the development of new technology, the company intends to create a similar experience for such in-store customers or even better experience for online customers. However, the online platform also challenges companies to create not similar but even new digital touchpoints, such as through mobile application to guarantee a consistent experience (Rawson, et al., 2013).

2.3 Online customer journey and touchpoints

Chiara Gentile (2007, p. 397) defined that customer experience originates from a set of interactions between a customer and a product, a company or part of its organization, which provoke a reaction. Furthermore, customer experience is the total experience during the search for product and after-sales purchases in addition to just the purchasing and consumption activities (Gentile, et al., 2007). Indeed, based on the research from Gentile (2007), customer experience is summed up through touchpoints and customer journey.

Touchpoints are often defined as instances of direct contact either with the product or service itself or representations of it (Meyer & Schwager, 2007); (Stein & Ramaseshan, 2016). Touchpoints can create various interactions between customers and products/services, in order to generate better value experience for customers. Touchpoints exist in every stage of the purchase (Meyer & Schwager, 2007) and through multichannel (Stein & Ramaseshan, 2016).

The customer journey is defined as a sequence of touchpoints and actions involved for a customer to achieve a specific goal (Meyer & Schwager, 2007) (Stein & Ramaseshan, 2016).

Court, et al. (2009) described customer journey in four stages: (1) Initial consideration set in which consumer considers initial set of brands, based on brand perceptions and exposure to recent touchpoints; (2) Active evaluation in which consumers gather information and evaluate their wants; (3) Moment of purchase is when consumer selects the brand and (4) post-purchase in which consumer builds expectations based on experience to decide for the next journey. Figure 2 will visualize the normal customer journey.

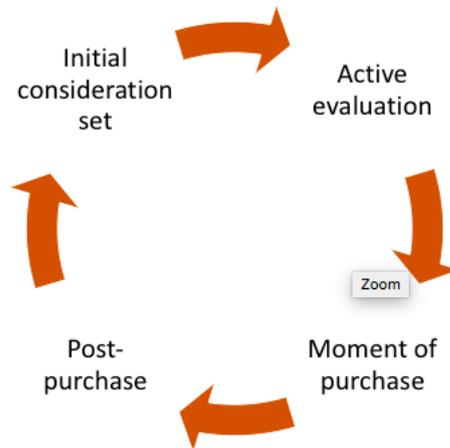


Figure 2: Four stages of customer journey (adapted from Court, et al. (2009))

Notwithstanding, once the concept of online customer experience exists, the customer journey also extended from four stages to seven stages. Petre, et al. (2006) created seven-phase customer journey: (1) Expectation settings in which customer forms expectations of products and services. Expectations are based on previous experiences and feedbacks, marketing and word of mouth (WOM); (2) Accessing the website/mobile application in which consumers get directly into the website or open application on mobile/tablet; (3) Pre-purchase interactions in which consumer search about the product/service through information provided and make the decision; (4) Purchase interaction in which customer will base on phase three whether the decision is positive; (5) Post-purchase interactions focus on after purchasing activity, particularly the delivery and waiting for the order; (6) Product/service consumption occurs in the moment customers experience with the product/service. Final phase (7) Post-evaluation in which customer will assess the quality and their expectation towards the offer of the company. This stage is more complex and important in which customer will shape their experience and create the possible loop for next customer experience. Customer may present the experience through different activities such as WOM, writing a review on the website of social media and it will affect the others in their own customer journey. Figure 3 adapted from Petre, et al. (2006) and modified towards the suitable context of this thesis.



Figure 3: Seven-phases of customer journey (modified from Petre, et al. (2006))

3 EMOTION

3.1 Definition of emotion

The term of emotions has been widely proposed and constantly made huge confusion among 92 definitions and 9 skeptical statements about emotion (Kleinginna Jr. & Kleinginna, 1981, p. 345). The list below will effortlessly capture the diversity of emotions; yet most relevant considering in this thesis. Previous studies approached the theory of emotions by categorizing definitions from different perspectives: affective, cognitive, external stimuli, physiological, emotional/expressive behavior, disruptive, adaptive, multi-aspect, restrictive. Even categorizing into different perspectives; however, theories about emotions still intensively focused on these characters of emotions: motivation, emotional/expressive behavior, cognitive, physiological, effective.

Havlena & Holbrook (1986, p. 395.) approached emotions according to two paths: description and categorization. Particularly, the first path viewed emotions in terms of continuous underlying dimensions that distinguish among emotional states; whereas the second path followed emotions as stemming from a relatively small number of basic emotional categories.

Emotions are a general state of arousal, which people interpret through a cognitive appraisal process (Schachter and Singer, 1962; Bagozzi, 1999, p.184) in Herter, et al. (2014, pp. 782-783.). Additionally, Carlson in Forlizzi et al. (2003, p. 31.) clarified the definition of emotion in a psychological perspective, comparing to mood. Emotion is short, sharp waves of feeling arising without conscious effort of reflection, usually accompanied by increased activation of the autonomous nervous system – physiological changes in heart rate and respiration.

Table 1: Definition of emotion

Defined by	Year	Definitions
Affective definitions		
M. Bentley	1928	“Emotion may be defined as a quality of excitement which accompanies operation of an instinct, or a kind of drive under which the organism whips itself into action, or a certain

		kind of response to a certain kind of stimulus”
Horace B. English and Ava C. English	1958	“a complex feeling-state accompanied by characteristic motor and glandular activities; or a complex behavior in which the visceral component predominates”
Ross Buck	1976	"Emotion is generally defined in terms of states of feeling.... It is impossible to separate the activation and direction of behavior, subjective feelings, and cognition."
Theodore D. Kemper	1978	"Emotion is a relatively short-term evaluative response essentially positive or negative in nature involving distinct somatic (and often cognitive) components”
Charles G. Morris	1979	"An emotion is a complex affective experience that involves diffuse physiological changes and can be expressed overtly in characteristic behavior patterns."
Allen M. Schneider and Barry Tarshis	1980	"Emotions can best be defined as feelings or sensations.... Like other sensations, emotions can be subjectively identified in terms of their general arousal, or intensity, and their specific feeling, or quality."
Cognitive definitions		
John Bowlby	1969	"Emotions are phases of an individual's intuitive appraisals either of his own organismic states and urges to act or of the

		succession of environmental situations in which he finds himself."
Richard S. Peters	1970	"Emotions have in common the fact that they involve appraisals elicited by external conditions which are of concern to us or by things which we have brought about or suffered."
External Stimuli		
Definitions		
Robert Plutchik,	1980	"The characteristics of emotion may be summarized in the following way: 1. Emotions are generally aroused by external stimuli. 2. Emotional expression is typically directed toward the particular stimulus in the environment by which it has been aroused. 3. Emotions may be, but are not necessarily or usually, activated by a physiological state. 4. There are no 'natural' objects in the environment (like food or water) toward which emotional expression is directed. 5. An emotional state is induced after an object is seen or evaluated, and not before."
Physiological		
Definitions		
Robert E. Silverman	1978	"Emotion is behavior that is primarily influenced by conditioned visceral responses. Our viscera are always reacting; but in emotion, their reactions affect perception, learning, thinking, and virtually everything we do."

Emotional/Expressive Behavior Definitions		
Manfred Clynes	1977	"A class of qualities which is inherently linked to the motor system, so that its uniqueness is complete only with inclusion of the dynamics of the motor system as an integral part of their patio-temporal existence.... Emotion and its expression form an existential unit, a system."
Disruptive Definitions		
Paul T. Young	1943	"Emotion is an acute disturbance of the individual as a whole, psychological in origin, involving behavior, conscious experience, and visceral functioning."
Adaptive Definitions		
Harvey A. Carr	1929	"An emotion may thus be provisionally defined as a somatic re- adjustment which is instinctively aroused by a stimulating situation and which in turn promotes a more effective adaptive response to that situation."
Multiaspect Definitions		
A. R. Vonderahe,	1944	"Emotion is a way of feeling and a way of acting. It may be defined as a tendency of an organism toward or away from an object, accompanied by notable body alterations. There is an element of motivation-an impulsion to action and an element of alertness, a hyperawareness or vividness of mental processes. There is of course the opposite, a depression of movement."

R. L. Isaacson, R. J. Douglas, J. F. Lubar, and L. W. Schmaltz	1971	"Emotion encompasses overt behaviors, expressed feelings, and changes in internal body states."
Marvin Schwartz	1978	"'Emotions' are a complex amalgam of behavior, cognitions, physiological changes, and feeling."
Restrictive Definitions		
L. Dodge Fernald and Peter S. Fernald	1978	"Emotion refers primarily but not exclusively to the feeling state, while motivation refers chiefly to the goal-directed activity, which may involve gaining or dispelling a feeling state. To the extent that goal-directed activity is prompted by feelings, as opposed to cognitive processes and routine habits, we may speak of emotional motivation."
Magda Arnold	1960	"Emotions themselves are action tendencies like physiological appetites, but they are not activated by a physiological state, nor do they aim toward a specific naturally determined object.... Though there is a physio- logical state specific for each emotion, this state is induced after the object is seen or appraised."

Dewey (1963) considered emotion as a pervasive quality that serves to shape an experience. It is the result of composed many emotions transforming from one to another, in order to form an experience. Dewey (1963) divided emotional responses into 'emotional statement' and 'emotional expressions'. An emotional statement is a momentary descriptive response that seems expressive; whereas, an emotional expression is the ordering and clarification of a response referencing emotions of previous experience (Forlizzi, et al., 2003, p. 30). Emotions are divided into basic and complex

(primary and secondary) emotions. Basic emotions could vary from two (good and bad) to thirty different emotions (Ortony and Turner, 1990). Paul Ekman assigned basic emotions as anger, disgust, fear, joy, sadness, surprise while Zamuner (1998) considered basic emotions as joy, love, peace, compassion, anxiety, boredom, sadness, surprise, fear, and anger. Primary emotions categorized followed by Plutchik's wheel of emotions (1997), into 4 pairs of opposite emotions: anger and fear, sadness and joy, surprise and waiting, disgust and acceptance (Consoli, 2009, p. 997). Whereas, Bindu et al. (2007) classified emotions based on research from face expression, assigned 22 emotions: happy, pride, enthusiasm, joy, love, tenderness, ecstasy, lust, surprise, conformity, boredom, indifference, disgust, fear, revenge, rage, sadness, hate, grief, shame, sorrow, anger. Furthermore, more complex emotions discovered such as cheer, shame, anxiety, resignation, jealousy, hope, forgiveness, offense, nostalgia, remorse and disappointment (Consoli, 2009, p. 998).

3.2 The roles of emotion

Emotions act as a source of information, which are used to evaluate a stimulus and lead to the formation of an attitude. It has been suggested that emotions are more likely to play an important role in attitude formation and change when they are viewed as relevant to the product being consumed (Hoyer and McInnis, 2001; Price, Arnould and Tierney, 1995) in Palmer (2010, p. 201.).

Previous researches highlighted essential role of emotions in related to customer experience (Shaw, et al., 2010). Shaw (2007, p. 10) states "emotions drive our daily lives... and are at the core of our being". Take an example, when you purchase a branded car, it is not about paying for expensive and branded product, to present a social status but also emotions exposed such as enjoyment, excited, pleasure, amazed by the experience with the quality car. Shaw, et al. (2010) listed out several reasons to emphasize important role of emotions in buying process:

Customers make decisions based on their preconceived expectations of what an experience will be.

Customers do not consider all elements of an experience, only those most noticeable
Customer identify a moral code in what companies do, even if it is not directly relevant to the purchase.

Sometimes customers do not know about the aspects that influence them; they just subconsciously perceive them

Emotional twinges affect their “in the moment” decision making and their behavior
 Customers are prone to be wary of anything that threatens their well-being
 What customers say they want is often not what they actually want
 The customer’s memory of an event is not perfect but subject to manipulation
 People like to follow the herd and to be seen as part of the group
 Customers get bored with what they already know, therefore innovations for the sake of innovation can be important.

3.3 PAD model

PAD model was developed by Bregman (2004, p. 122), who classified emotions into three dimensions: pleasure, arousal, and dominance. Pleasure (P) describe the feeling of fulfillment, pleasantness, and enjoyment; Arousal (A) is the feeling of excitement, exhilaration, alertness or surprise and Dominance (D) presents the mastery, competence, power or skill (Floyd, 1997, pp. 85-86).

According to Thayer (1978) in Koo & Lee (2011, p. 1742), there are at least two different types of arousal: energetic arousal and tense arousal. Energetic arousal refers to the feeling of active, energetic, alert or vigorous ranging from subjectively defined feelings of energy and vigor to the opposite feeling of sleepiness. Whereas tense arousal refers to the extent that an individual feels anxious, littery, or nervous from subjective tension to placidity and quietness (Koo & Lee, 2011, p. 1742.). Pleasure measures people’s positive and negative reaction to the environment. Pleasure has a positive influence on how much a consumer like the product/service and willing to spend money on purchasing (Koo & Lee, 2011, p. 1742). However, after carrying out the model for empirical research, Russell (1980) in Puccinelli, et al. (2009, p. 140) realized the weakness from the dominance dimension, therefore, a new circumplex model of PAD only cover two dimensions: pleasure (pleasure-displeasure) and arousal (arousal – sleepiness). And adding more with four elements in each quarter (distress, excitement, relaxation, depression). Figure 4 will visualize the new PAD model:

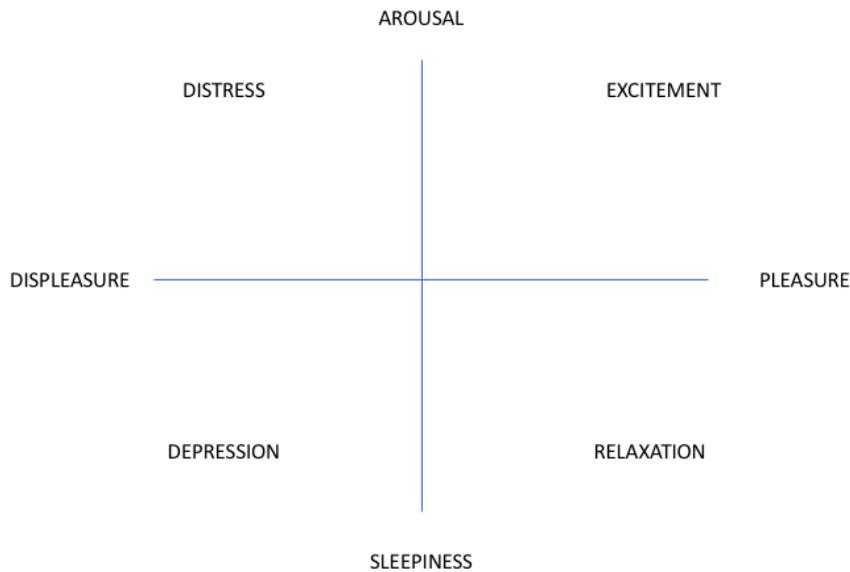


Figure 4: Modified PAD model (adapted from Russel (1980))

3.4 Measure of emotion

Emotion is divided into pleasure-arousal scale. The pleasure (relaxed, contented, satisfied, and happy) and arousal (surprised, excited, and rewarded) scales are used (Puccinelli, et al., 2009, p. 142.). The Affect Grid is a designed scale to assess emotions. It is the single-item scale. The aim was an instrument that can be used rapidly and repeatedly. Mainly it is designed to measure the emotions: pleasure – displeasure & arousal – sleepiness (Russell, et al., 1989, p. 493.). Emotions become more complex and when they are presented in the circumplex model, each emotion represents a specific degree and based on the affect grid to identify the emotion's position. Watson and Tellegen (1985) in Russell, et al. (1989, p. 494) observed and discovered the way to identify the emotion position. By rotating traditional axes 45°, the positive and negative effect will be presented; rotating 45° of pleasure and arousal, new emotions such as excitement vs depression; distress vs relaxation. All 28 emotions words have a specific degree: arousal (90°), happy (7.8°), delighted (24.9°), excited (48.6°). For more arousal but less pleasure, these emotions are astonished (69.8°). Displeasure and less arousal include: tense (92.8°), alarmed (96.5°). 180° represents displeasure. Falling into displeasure, these emotions are: miserable (270°), sleepy (271.9°), calm (316.2°), serene (328.6°) (Russell, et al., 1989, pp. 1166-1167). Nonetheless, this thesis focuses on the half-side of pleasure and arousal of emotion, not the displeasure and sleepiness. Emotional arousal is emotion which brought a feeling of stimulated, active or alert (Menona & Kahn, 2002, p. 32) because it shows a raised emotion by someone or

something such as astonished, excitement, delighted, happy. Emotional pleasure refers to the degree to which a person feels goods, joyful, happy, or satisfied in a situation (Menona & Kahn, 2002, p. 32). Pleasure emotion create the feeling of peaceful, comfortable in certain circumstances. It is shown clearly through these emotional words such as glad, serene, content, at ease, satisfied, relaxation, calm. So, this thesis concentrates on emotional arousal and emotional pleasure, in which these emotions belong to (I) and (IV) quadrants

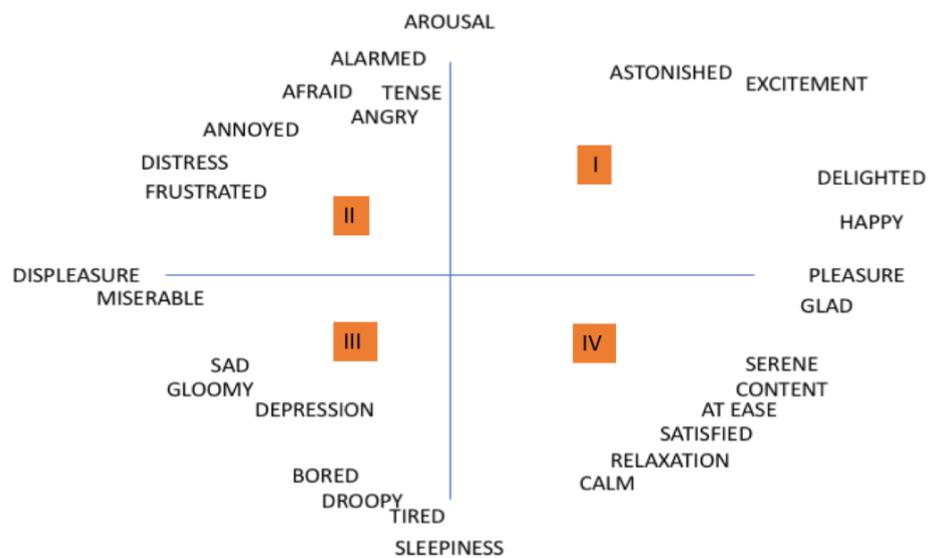


Figure 5: Emotion's position based on specific degree (adapted from Russell, et al. (1989, pp. 1166-1167)).

4 RESEARCH DESIGN AND METHODS

4.1 Case descriptions

In this thesis, two case companies are brought into comparison: Wolt and ResQ. Technology-based company in Finland, food delivery service built on mobile application are common things between these two. However, each company aims differently in their service towards customers.

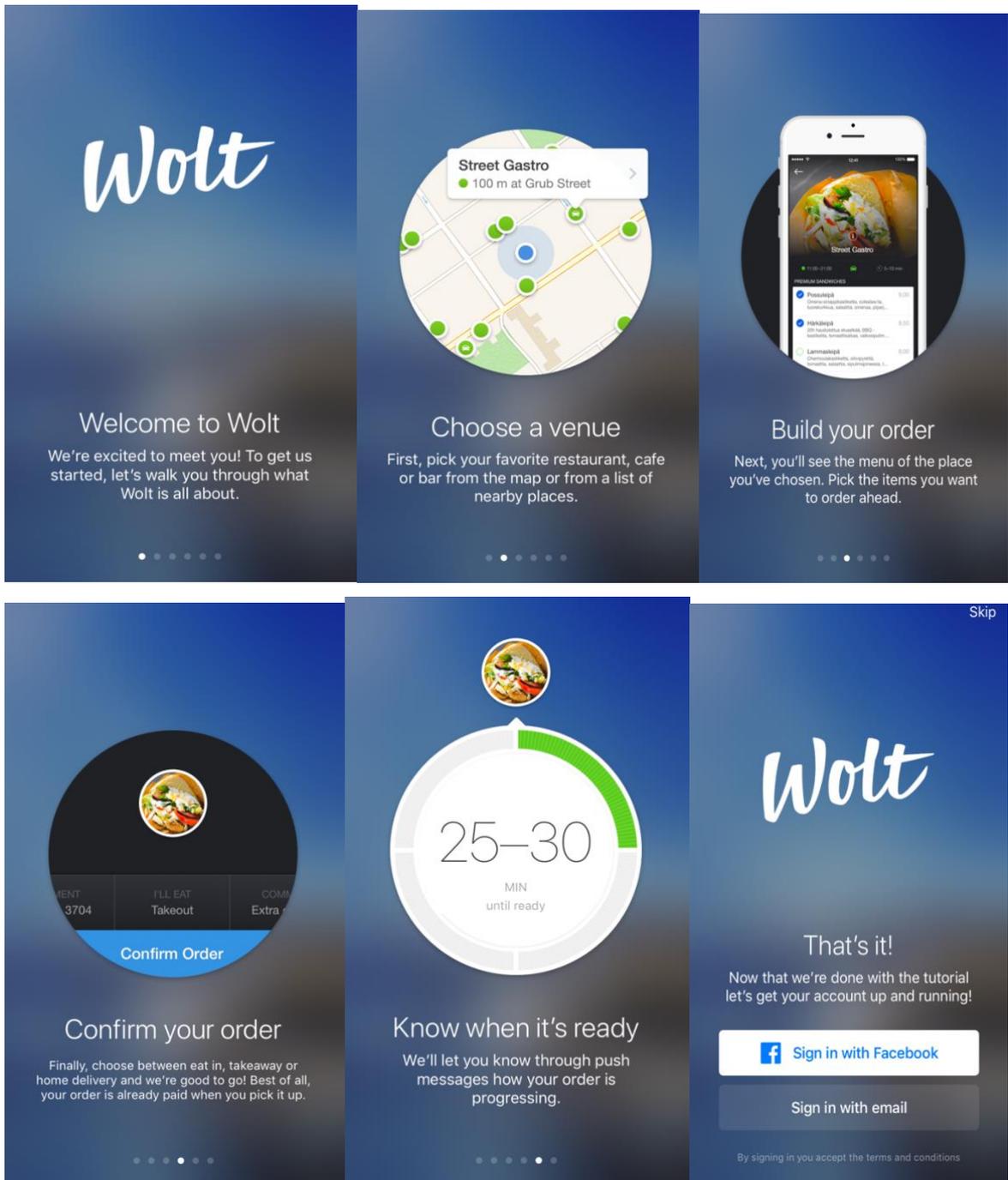
4.1.1 Wolt

Wolt is a Finnish-based technology start-up, established in October 2014 by six co-founders Mika Matikainen, Lauri Andler, Oskari Pétas, Juhani Mykkänen, Miki Kuusi and Elias Pietilä. Wolt inspires users with a clear vision “We want to make your life easier – one meal at a time”. They developed an application with a very simple idea: using your phone to order and pay in advance for a coffee, drink or meal from your favorite restaurants. At the other end, your order is received via tablet and you are informed when it will be ready. All that remains is picking up your item (O’Sullivan, 2015).

After launching into Finnish market, Wolt has raised €10 million from EQT Ventures, a new European VC fund with half billion euros under the management of big names such as Skype and Atomico founder Nikklas Zennström, Supercell founder Iikka Paananen and Nokia chairman Risto Siilasmaa (Wauters, 2016). Less than a year, Wolt attracted more than 100,000 users and 400 restaurants have signed up to be partners. One of the co-founders said that “We believe in building something simple that people really love to use. This leads to them telling their friends about Wolt, which has been the cause of our rapid growth so far. Our vision is to be the user interface for all things eating on the mobile phone” (Takahashi, 2016). Until now, Wolt expanded its network with 1,400+ restaurants located in Finland, Sweden, Norway, Denmark, Estonia, Latvia and Lithuania within 20 cities (Wolt, n.d.). With less than 10 seconds to order your food from favorite restaurants, wait for average 30 minutes for delivery, including food preparation time, you will get your food right at your front door (Takahashi, 2016).

The company aims to expand their delivery service within years, not only delivering restaurant food but also doing groceries. And Wolt will build the best UI accordingly (Anderson, 2015). Moreover, in Tallinn, Estonia, Wolt teamed up with robotics company

Starship Technologies to use the robot for home delivery. Customers will then receive an SMS to inform about the robot delivery. Orders are contained in a locked container inside the robot. Once it arrives at the destination, customers will click a link received by phone to get the food (Finland, 2016).



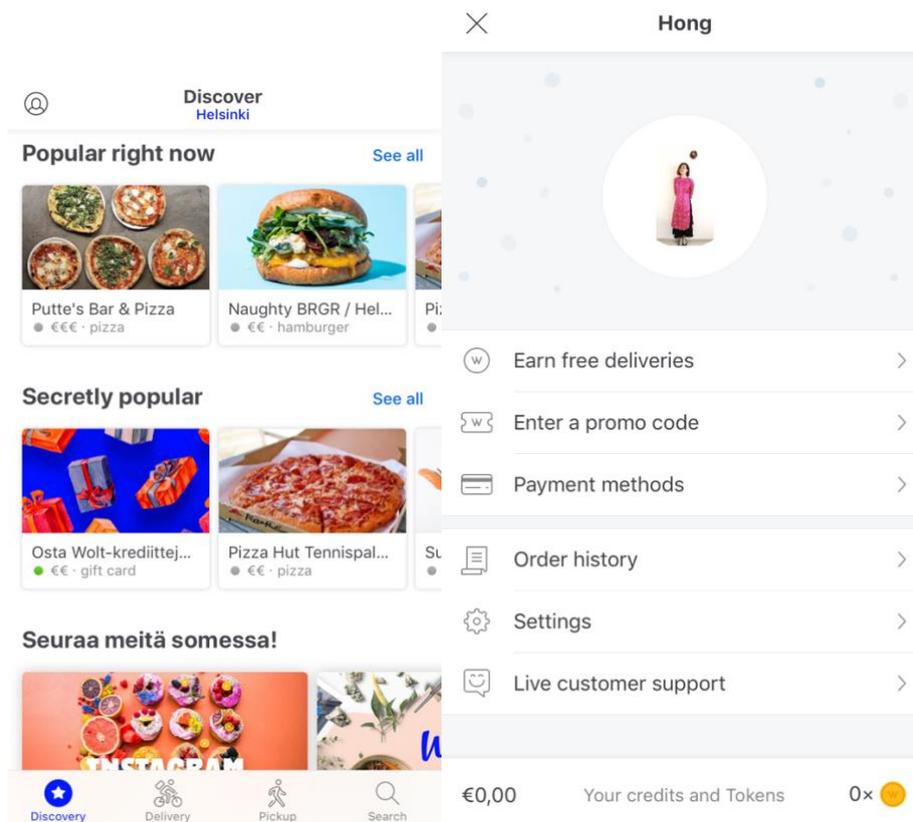


Figure 6: Screenshot from Wolt application

4.1.2 ResQ

Founded in January 2016 in Helsinki by CEO & co-founder Tuure Parkkinen, ResQ made their presence by expanding services to 15 other cities in Finland and to some other countries in Europe: Sweden, Estonia, Netherlands, Germany and all the way to Asia, stopped at Malaysia. ResQ Club was born based on the fact that the CEO & co-founder likes efficiency and do not like so much is waste.

ResQ Club is a true win-win solution by providing service for customers who are looking for a good quality meal with affordable price. Furthermore, saving food from waste (ResQ, 2018). Till now, they have over 70,000 registered users (about 54,000 from Finland and growth of more than 300 active partners monthly. With a clear statement from CEO & co-founder “We wanted to create a platform that works kind of like a ‘crystal ball’ that allows people to see the valuable resources that they appreciate that are just around the corner at risk of going to waste. The service allows high-quality food to be rescued, and that’s why we call it ResQ Club.”. From the application, customers will know what portions of food are being sold, how many lefts, from where what time to order and pick up. The food is sold at 40-70% less than the regular price. Customers could pay through the application

and later come to the restaurant and pick up for the food (Fletcher, 2017). After lunchtime, between 3 and 4 pm would be big time for ResQ when restaurants and café are cleaning up their lunch services and at the same time, it will pop up on the map with great offers (Yle, 2016).

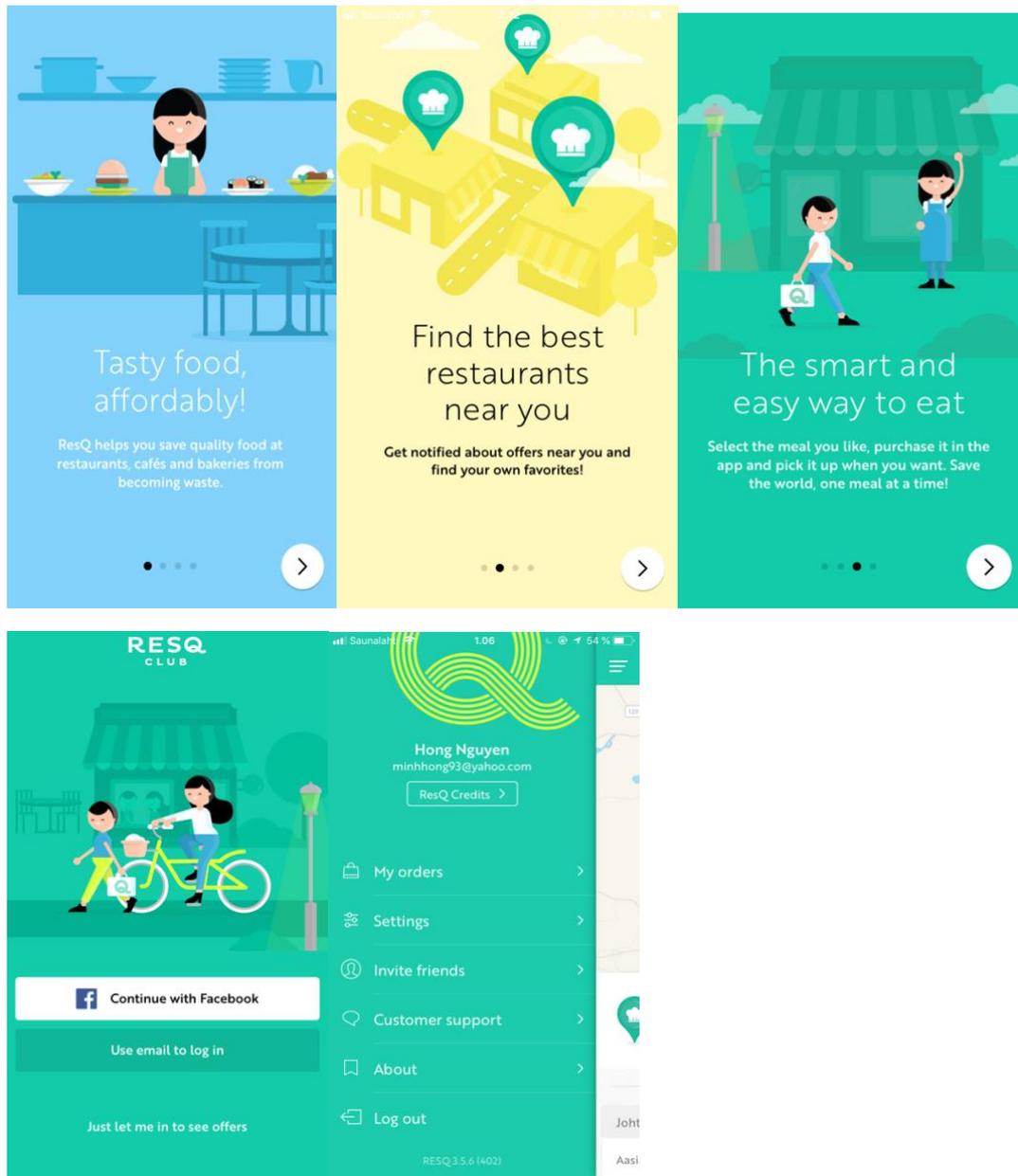


Figure 7: Screenshot from ResQ application

4.2 Research method

This study examines the influence of two-dimension model (PAD model) of emotion at different customer journey map. The research will be conducted using a multiple-case study approach and qualitative methods (Yin, 2003, pp. 53-57). Qualitative was used

predominantly as a synonym for any data collection technique (such as an interview) or data analysis procedure (such as categorizing data) that generates or use non-numerical data. Qualitative therefore can refer to data other than words, such as pictures and video clips (Saunders, et al., 2009, p. 151.). Using qualitative research for case studies allows researchers to explore the phenomenon in the context of using variable data sources (Baxter & Jack, 2008, p. 544). On the other hand, quantitative research is also conducted to collect the focus group for the qualitative research. Quantitative is predominantly used as a synonym for any data collection technique (such as a questionnaire) or data analysis procedure (such as graphs or statistics) that generates or uses numerical data (Saunders, et al., 2009, p. 151).

By carrying out interviews with the focus group of customers would help to capture their experience on the different journey. Using two case studies from Wolt and ResQ, the research examines the effect of emotion to experience from the customers' perspective. Tracking different customer journey map leads the author to see the transformation of different emotions during the procedure of using service. The tracking task will be based mostly on data collected from the pre-service, in-service and after-service procedure of each customer in the period of 2 week-time. The interviews will be conducted in English and in a structured manner. Additionally, a survey is used for data collection of customers' backgrounds.

Table 2: Theme questions for interview

Theme	Questions
Personal	Occupation, age, nationality/country of residence, time spent on application, time receiving order.
Application	First impression, reason for food ordering, application description, application navigation and interface; good and bad points about application.
Ordering process	Process time, location when ordering, effect of surrounding environment towards customers 'emotion.
Service/Emotion of customers	Activity while waiting for order, emotion while waiting, emotion of customers based on following criteria: staff attitude, time,

	pick-up location, price, food quality, taste of food.
--	---

4.3 Data collection

As mentioned in the research method, a survey is used to collect data, in order to support for the structured interview. Two case application will be used to examine the influence of emotion on the customer experience. The data collection will be divided into three stages: The first stage begins with the survey, which will be collected through author's Facebook page, people who like Wolt/ResQ page and articles posted on Wolt/ResQ page, LinkedIn and some international groups such as IDEASAF in which included people currently live in Finland. Data collected from the survey will lead to the second stage. In this stage, customers will be categorized into three groups: new-users, moderate users, and frequent-users. Different groups of users would provide a different experience journey; hence, their emotions will vary accordingly.

In the third stage, a structured interview will be carried out among these focus groups. Qualitative sample size should be large enough to obtain the most relevant information. Learning about customer experience could be considered as the learning about ethnography, in which Morse (1994) recommended to interview approximately 30-50 participants. Whereas, Cresswell (1998) suggested interviewing five to 25 participants. The interview will be sent via email or direct interview with some open questions and expected an open answer from participants. After all, information will be gathered for further analysis. In fact, since finding those people voluntarily participate in the project is not really easy; therefore, the author will choose 12 participants from the interview which meets the requirement of the user status. Therefore, in each user status categories of each application, there would be 2 participants. The purpose of getting 2 participants for each user status would provide possibly different perspectives on using the same application. Furthermore, a clear comparison would be made between the same user status for both applications. These users would voluntarily observe themselves within 1.5 weeks of using the application. Simultaneously, they will fill in the interview form about their experience journey.

4.4 Data analysis

After interviewed participants finished the survey and feel interested in the project, they will provide their email. Then the author will send the structured interview questions via email, so the participants can observe themselves and fill in the form and return by an agreed deadline. The detail of the interview questionnaire will be attached in the appendix. In fact, the number of respondents towards the two cases saturated and some of them are interested but have used the application for such a long time. Furthermore, the participants for Wolt is higher than ResQ since each application focuses on different goals. In the process of analyzing data from qualitative research, the data will be organized and categorized into relevant themes. Then the data was coded into relevant categories. Coding is a very important part of data analysis, which involves subdividing the data as well as assigning categories (Dey, 1993). From that relevant data was interpreted and conclusions will be made.

4.5 Reliability and validity of the research

In qualitative research, the validity is reached when respondents take part in the research and are given a welcome opportunity to share their relevant knowledge according to the research problem (Stenbacka, 2001). Based on the literature, the author could agree that the validity of this research was achieved. By contacting the respondents via email according to their interests in the project, with structured interview questions with the open-end format, the participants have freely opportunity to share their experience during service.

Stenbacka (2001) proposes an alternative concept about reliability applied in the qualitative research. Reliability refers to method's ability to produce the same result in many repeated types of research. In particular, reliability means the researcher is able to present a thorough process of the research. The process of research includes preparation introduction, data gathering and data analysis (Stenbacka, 2001). Indeed, in this thesis, the reliability agreed and achieved the complete process of preparation, data collection, and analysis. The author also tries both of these services so maybe her perspective and justification might influence the analysis.

5 EMPIRICAL FINDINGS

5.1 Main results

As mentioned in the previous chapter, the research divided into two phases: the first phase is to collect background information of respondents who have used/have not used Wolt/ResQ or eventually both of applications. The interview received responses from 20 respondents and mainly are students, aging from 18-30, living in Helsinki. Based on the question in the survey “How often do you use the service/services that you have chosen?” and the options, status of respondents were divided into three groups: new users, moderate users, and frequent users. The figure below visualizes the categories of customers.

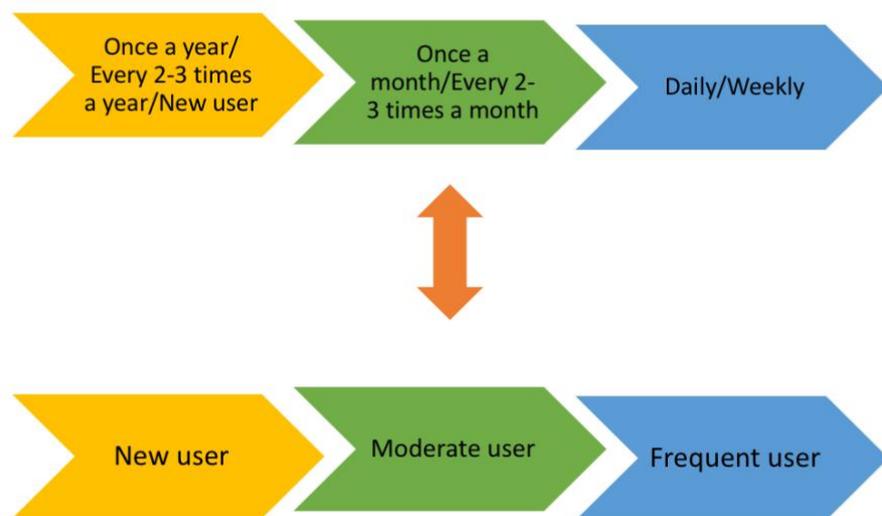


Figure 8: Status of respondents

An interview with instruction was sent by email to the respondents who are interested in the project and provide the email in the second phase. In the research, the respondents are requested to observe their own ordering experience via the application and tracking their own emotion. These tasks happen simultaneously while they use the application for ordering and fill in the interview form. The duration for customers to observe themselves and to fill in the form was 2 weeks because they will have enough time to track their emotions. All respondents were categorized into three main user status: new user, moderate user, and frequent user. The research picked 12 respondents who meet the

requirements. In general, 12 respondents were equally divided into two groups: Wolt customers and ResQ customers, in which each customer group comprises of two new users, two moderate users, and two frequent users. Table 4 summarizes about those qualified respondents for further research.

Table 3: Wolt & ResQ qualified respondents

Respondents	Age	Occupation	Nationality/City of residence	User status
Wolt 1	24	Student	Swedish/Vaasa	New user
Wolt 2	22	Restaurant cook	Finnish/Helsinki	New user
Wolt 3	26	Data analyst	Vietnamese/Helsinki	Moderate user
Wolt 4	26	Student	Slovenia/Helsinki	Moderate user
Wolt 5	25	Driver	Vietnamese/Helsinki	Frequent user
Wolt 6	26	Kitchen assistant	Korean/Helsinki	Frequent user
ResQ 1	26	Exchange student from Italy	Vietnamese/Helsinki	New user
ResQ 2	21	Student	Japanese/Helsinki	New user
ResQ 3	22	Student	Finnish/Helsinki	Moderate user
ResQ 4	35	Waitress	Finnish/Helsinki	Moderate user
ResQ 5	23	Student & Personal Assistant	Finnish/Espoo	Frequent user
ResQ 6	30	Food worker	Pakistan/Turku	Frequent user

Based on the answers from 12 respondents, the author created a customer experience map, included their emotions during the food ordering process. The map is to visualize the flow of emotions on customer at different stages when they use the mobile application. A customer experience map is a structured tool used for the visualization of a service user's experience. The next part of this chapter, there will be an analysis and comparison of customers from both companies based on the customer experience map.

5.2 Customer experience map of new users from Wolt and ResQ

Customer journey map is a visual depiction of the sequence of events through which customers may interact with a service organization during an entire purchase process (Rosenbaum, et al., 2017, p. 144). The following maps below were drawn from the results of the interview with different users. They could track their own emotions while using the application to make order. The customer map included time spent on application, user

occupation and three different procedures to show clearly their experiences as well as their reaction to the experience.

5.2.1 New users from Wolt

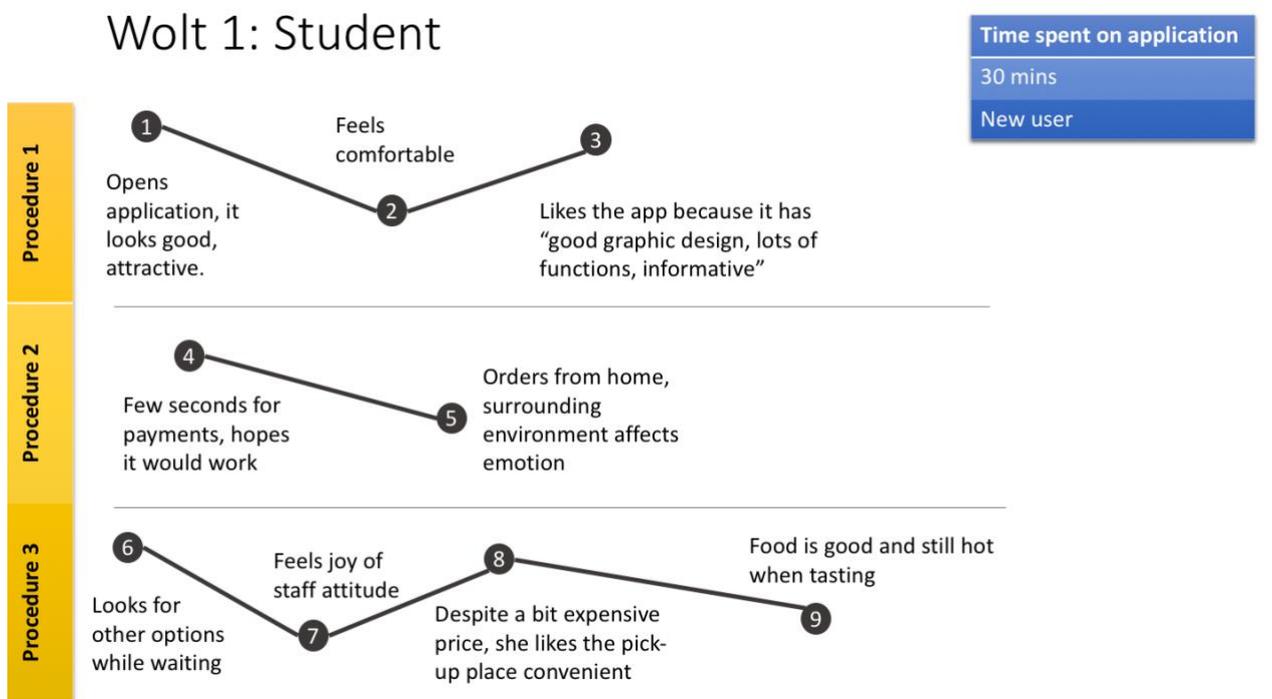


Figure 9: Customer map of Wolt's new user 1

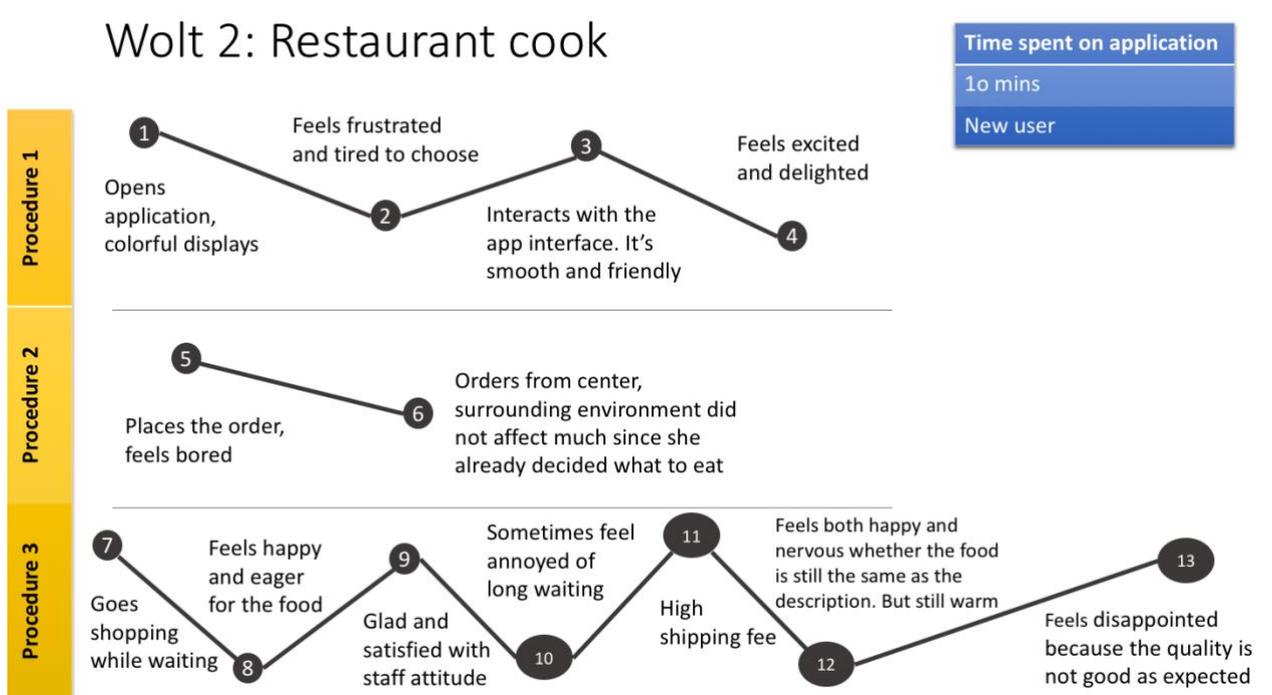


Figure 10: Customer map of Wolt's new user 2

For the new users, when they use the Wolt app, both of them found the application colorful, attractive and it looked good, for the Wolt 1: student, who spent more time on application rather than Wolt 2: restaurant cook. As the student felt more comfortable while the restaurant cook felt so frustrated in front of many options on the app. However, since they interacted with the application interface, the student likes the application because it has “good graphic design, lots of functions and informative”. The restaurant cook said the interface is “smooth and friendly” which made her feel excited and delighted. In the procedure 2, when placing the order, while student felt nervous, hopefully, it would work then it took only a few seconds for the restaurant cook but she still felt bored with the paying process. Ordering food from home really affects the emotion of the students by surrounding environments. In contrast, the restaurant cook did not see that the environment could affect her emotion since she already decided what to eat. Procedure 3 seems to show many different emotions of respondents when they have the contact with the staff and have the chance to taste the food. While waiting for the order, both users have something to do. Especially, the restaurant cook feels happy and eager for the food. When meeting with the staff, both of them feel joy, glad and satisfied. A student really likes the convenience of pick-up location despite the price is a bit expensive. However, the restaurant cooks may feel annoyed if she has a long waiting and she complains that the shipping fee is high. The food once received is still warm, but the restaurant cook feels both happy and nervous about the quality. Truly, she feels disappointed as she explained that “not as good as comparing when you eat in the restaurant”. On the other hand, the student said that the quality is good, and it is still hot when tasting.

5.2.2 New users from ResQ

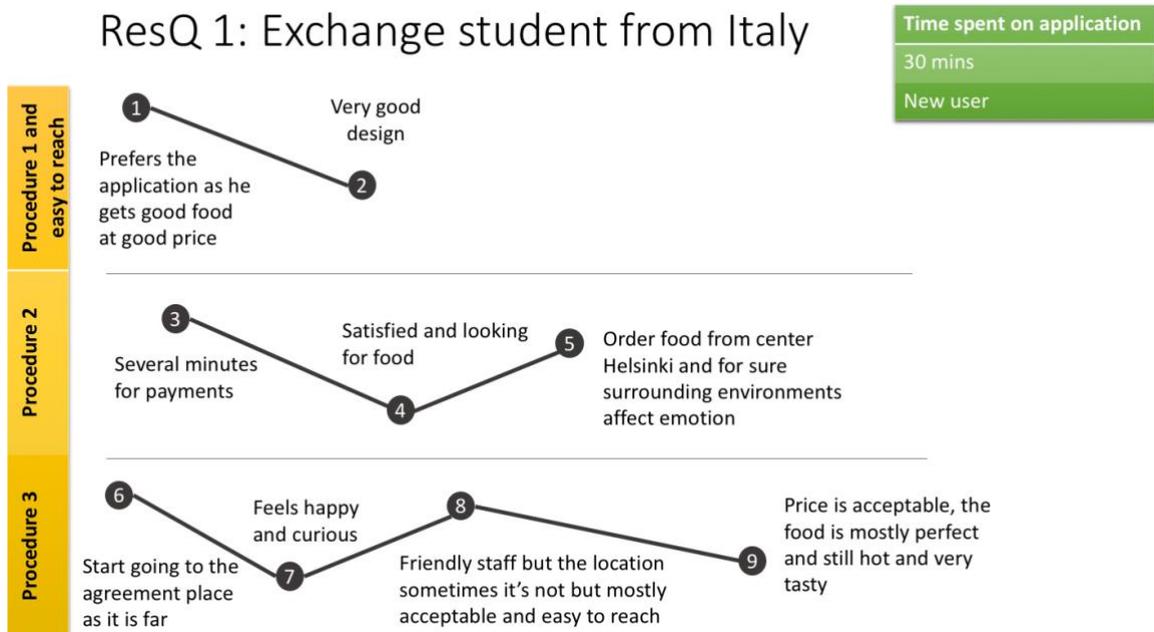


Figure 11: Customer map of ResQ's new user 1

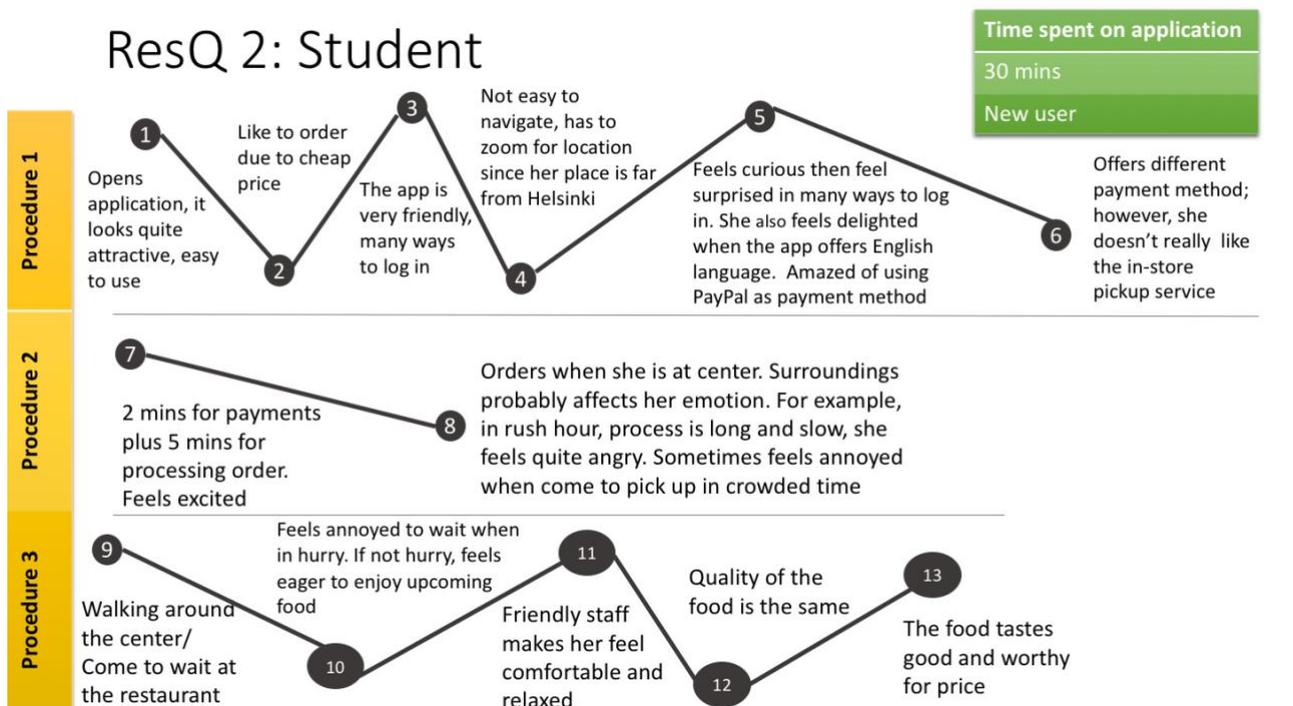


Figure 12: Customer map of ResQ's new user 2

For ResQ's new users, they both spent about 30 minutes on the application. An exchange student from Italy came to Finland during his exchange period, tried ResQ app since he said, "I cannot cook very well" and "I order food from ResQ on the weekend or I invite my friends to my apartment" But most importantly, he mentions that he could get good food at

a good price. Similarly, another student as a new user, she agreed that it has a good price for ordering. Both of them found the application easy to use, attractive with good design. However, the student living in Helsinki found some difficulties while zooming for pick-up location because she lives far from Helsinki and she does not really like the idea of pick-up store based on her living place. She expressed quite many different emotions while interacting with the application interface: from curious and surprised with many ways to log in; then, delighted when the app supports the English language since she did not totally understand Finnish; finally, amazed of using PayPal in the application. In the procedure 2, both respondents experienced several minutes for payments and both felt satisfied and so excited with the order. They all ordered from the city center because of the far distance from home and all were affected by the surrounding environments. The exchange student was affected by weather, he mentioned, "the weather will significantly affect to my order behavior". Additionally, another student took an example of rush hour in which the service was slow which made her feel angry as well as annoyed. In the last procedure, they both had something to do but similarly, they come to wait at the pick-up point. While the guy feels happy and curious, the girl seems to have the annoying with a crowded and long queue, otherwise, she would feel happy and eager for the food. Friendly staff made her feel comfortable and relaxed. When it comes to justifying the food quality and the taste, both of them were satisfied with the hot and perfect quality of the food.

In conclusion, for new user from both application Wolt and ResQ, they all found that the application is attractive, smooth and easy to use with good graphic designs. Just some minor difficulties in zooming for location and too many options to choose which make them feel frustrated. Order and payment process take up several minutes without any errors makes the respondents feel comfortable and satisfied. While new users from Wolt complain about a bit expensive price and high shipping fee, ResQ beat with good food at a good price and since it requires pick-up, therefore, no shipping fee required. This may consider as a plus for ResQ. Most of them were affected by surrounding environments from the weather, rush hour but above all, they all feel satisfied, enjoy, relaxed, happy with the quality of food and the taste of it. Only the restaurant cook felt disappointed as the taste is not the same from Wolt.

5.3 Customer experience map of moderate users from Wolt and ResQ

5.3.1 Moderate users from Wolt

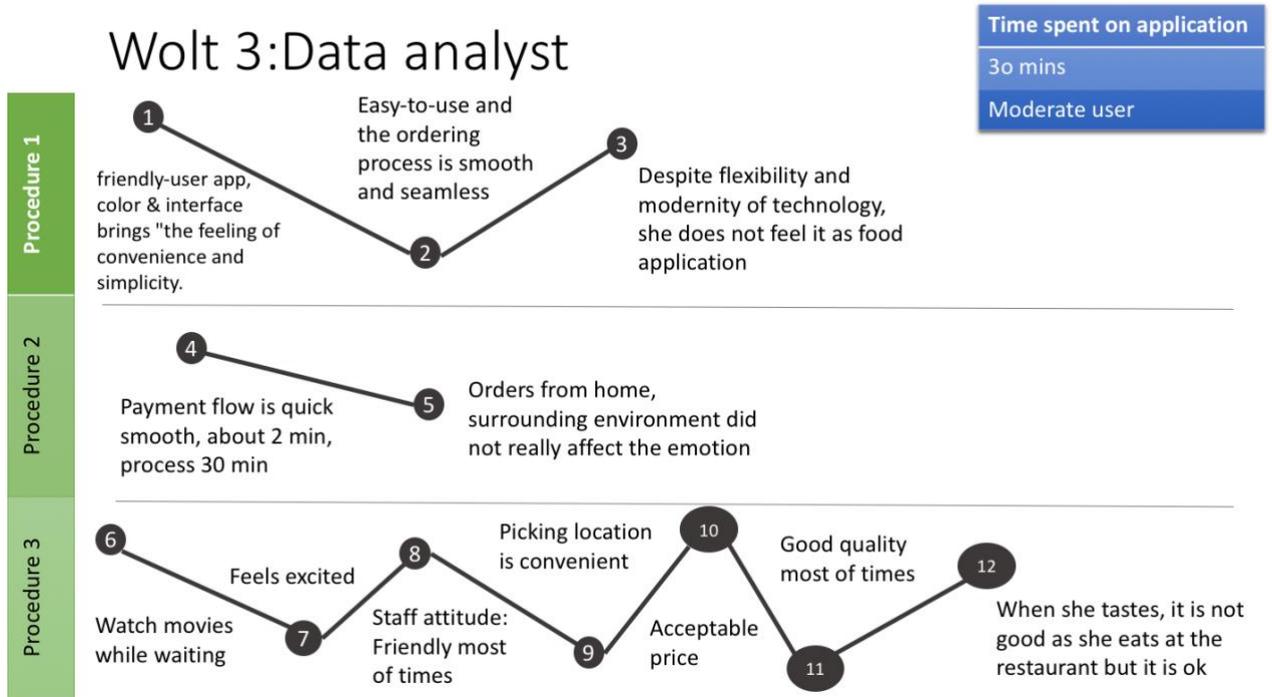


Figure 13: Customer map of Wolt's moderate user 3

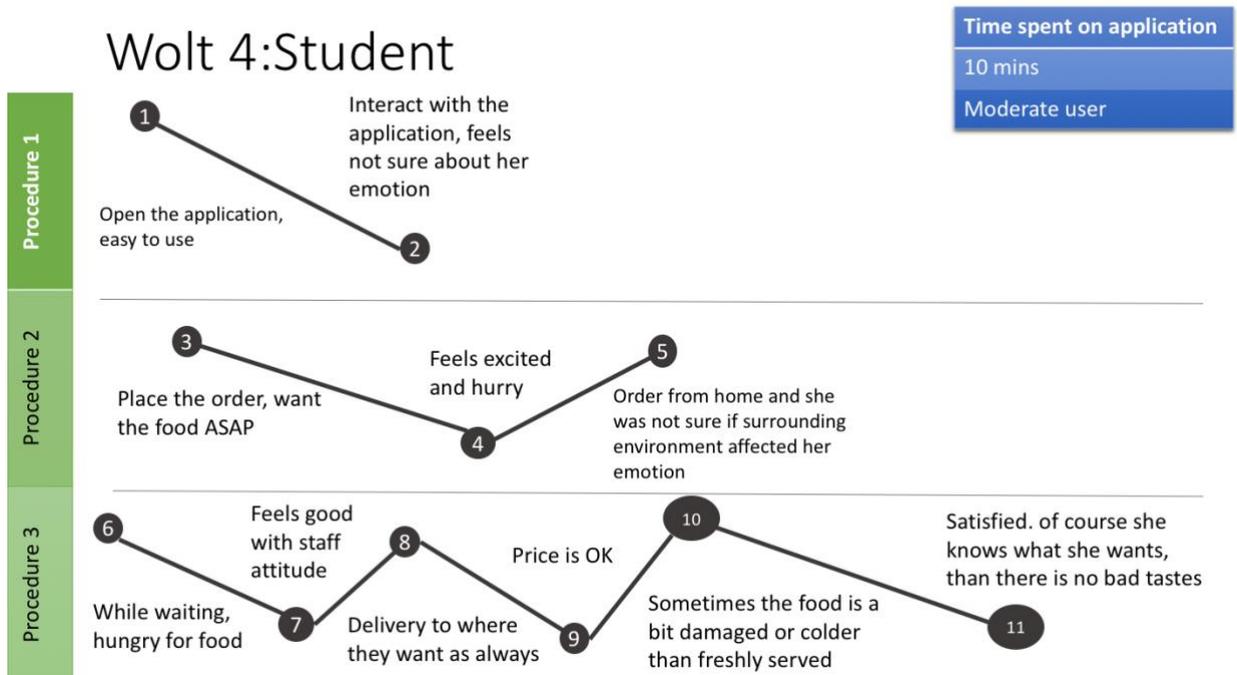


Figure 14: Customer map of Wolt's moderate user 4

The replies from both moderate users show the difference in experiences as well as their emotions. A data analyst based in Helsinki, she liked the friendly-user app and the interface brings “the feeling of convenience and simplicity”. Realized the same easy to use impression from another user, as a student but she did not sure any emotion while interacting with the application. The analyst shared that despite flexibility and modernity of technology, she did not feel it was a good application. The second procedure proceeded quite fast and smooth. They all order from home but the analyst was not affected by surrounding environments like the student. While waiting, the analyst watched movies and both of them were really excited and eager for food. Friendly staff made them feel good and happy as always. The analyst chose to pick up and found that the location was convenient; whereas, the student chose delivery right at her place. The quality is good most of the times and for the student, sometimes the food might be damaged during delivery. When they taste the food, the analyst feels ok, not as good as when she eats at the restaurant. But the student was satisfied because she explained: “if you know what you want then there are no bad tastes :D”

5.3.2 Moderate users from ResQ

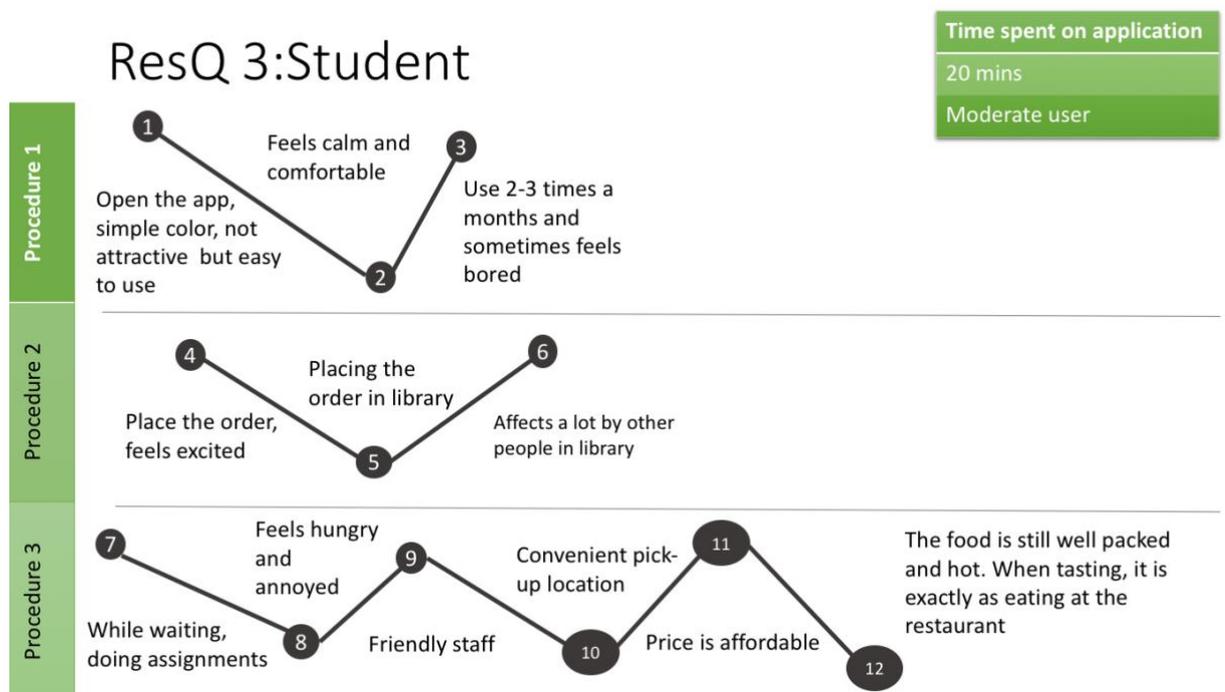


Figure 15: Customer map of ResQ's moderate user 3

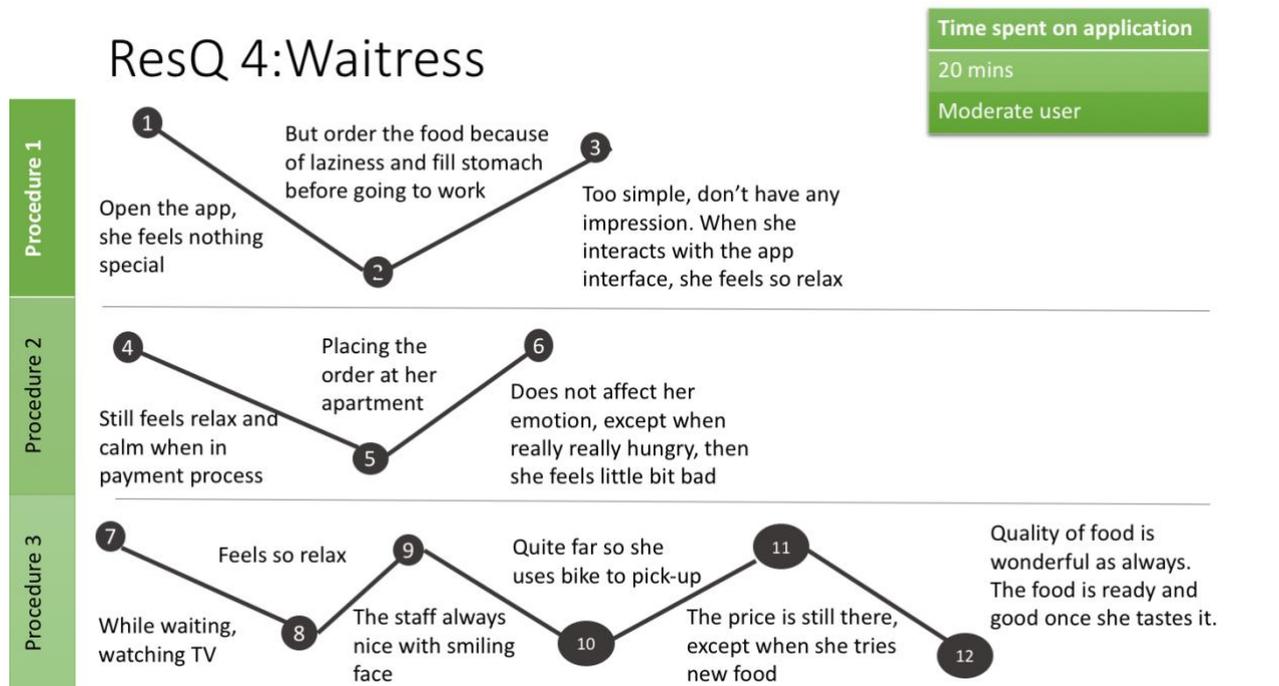


Figure 16: Customer map of ResQ's moderate user 4

Both respondents spent about 20 minutes on the application but for the waitress, she has no special emotion while using the application. She used it because of laziness and fill the stomach before heading to work. She has the similar feeling as the student about the simplicity and not attractive of the app but agreed that it is easy to use, which made them feel calm, relax and comfortable. Sometimes the student got bored with the application. In procedure 2, placing the order made the student feel so excited whereas the waitress still feels calm and relax. The student said she spent time a lot in the library, so she usually ordered from the library and the thing distracted and affected her emotion was people in the library. In contrast, ordering food right from her apartment did not affect the waitress's emotion except when she was really hungry then she might feel bad. The student, of course, was doing assignments while waiting and she felt hungry and annoyed, but the waitress always feels so calm and relax, watching TV while waiting for the order. Friendly staff always appeared with a smiling face. For the student, the location for pick-up was convenient while the waitress used her bike to pick up the food. Quality of food is well-packed and wonderful. The food is ready and good once "I can put back in the microwave", the waitress shared her feeling; "good and exactly what I usually eat at the restaurant", the student said.

Overall. From the moderate users for both applications, they agreed with the simplicity and easy to use of the application. They ordered from different places but both of them

were not affected by the surrounding environments; except the student from the library. The respondents said the staff was really friendly. Everyone was satisfied and really enjoyed the food, but the analyst seems to have a higher standard, in which she said it was ok and not as good as when she eats at restaurants.

5.4 Customer experience map of frequent users from Wolt and ResQ

5.4.1 Frequent users from Wolt

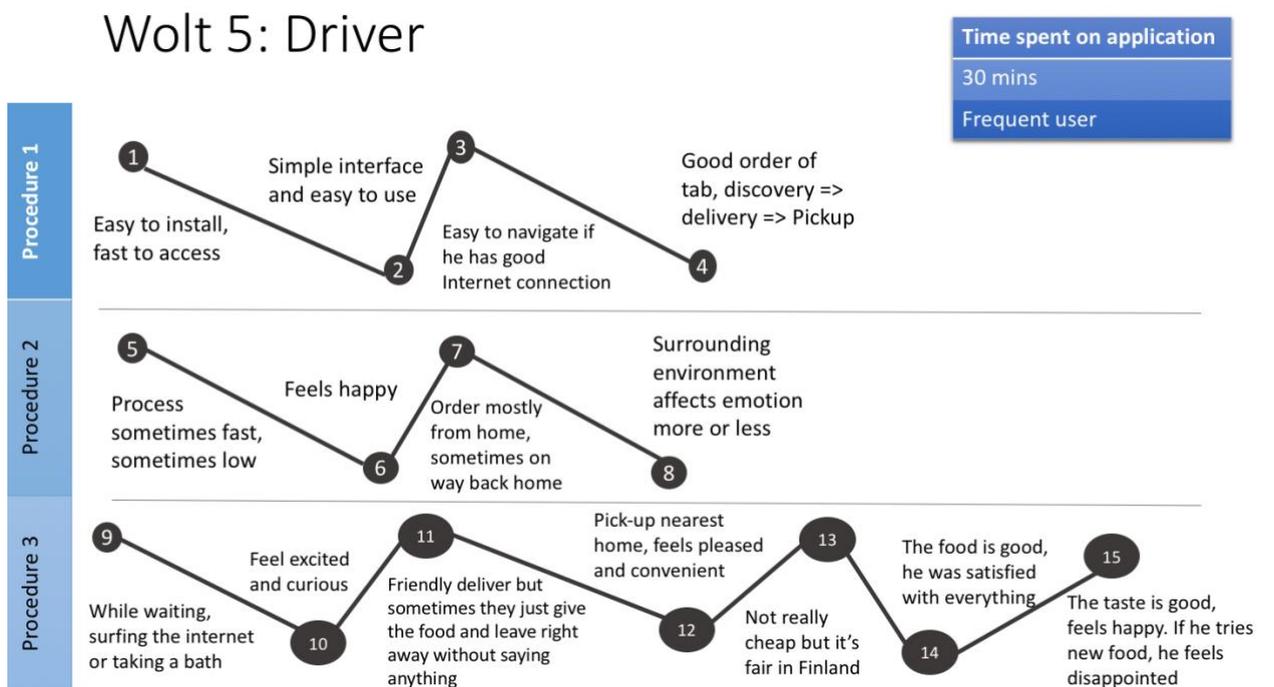


Figure 17: Customer map of Wolt's frequent user 5

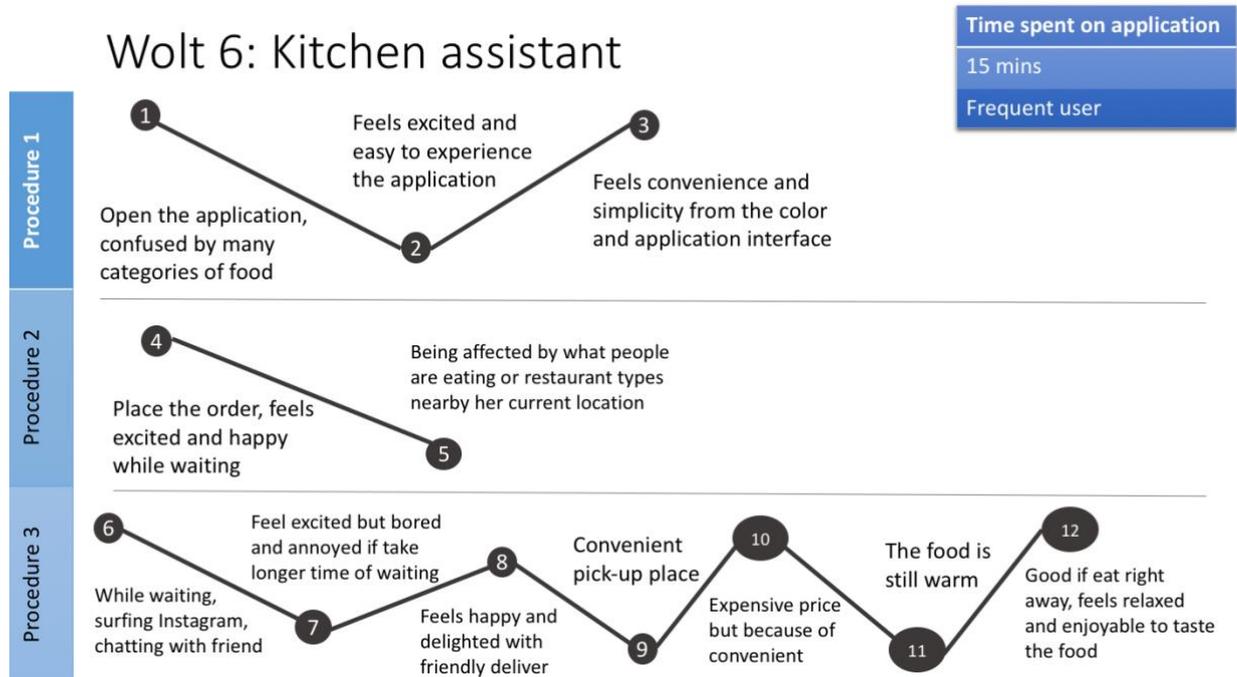


Figure 18: Customer map of Wolt's frequent user 6

In the procedure 1, when both respondents open the application, they felt it was really simple and easy to use but the kitchen assistant felt so excited and convenient with the interface of the application. In the procedure 2, the process of order and payment were smooth which made the kitchen assistant feel happy and excited for the upcoming food. Even though, order process that the driver experienced “sometimes fast, sometimes slow based on internet connection”, he still felt happy with the order. The driver ordered mostly from home or on the way back home while the kitchen assistant ordered from the city center. Both of them were affected by the surrounding environments, for example, the kitchen assistant was affected by the nearby restaurants or even by the customers who were eating the food. While waiting, they both had things to kill the time. The driver would feel excited and curious whereas the kitchen assistant would feel both excited and bored, annoyed if she had to wait so long. They all experienced with friend deliver, however, their reactions and emotions were quite different. While the kitchen assistant felt so happy and delighted, the driver said with sympathetic emotion, “sometimes they just give the food and leave right away without saying anything. I can understand this because it usually happens in rush hours” Convenient pick-up place made them feel pleased and convenient. Both realized that the price is not cheap but because “it is convenient whenever I am lazy”, the kitchen assistant said; and “but in a fair perspective, this price is low in Finland”, the driver explained. The food was still warm and good which made the driver feel satisfied. Once they tasted it, the kitchen assistant felt so relaxed and enjoyable

if eating right away; and the driver felt so happy except he would feel disappointed when trying new food...

5.4.2 Frequent users from ResQ

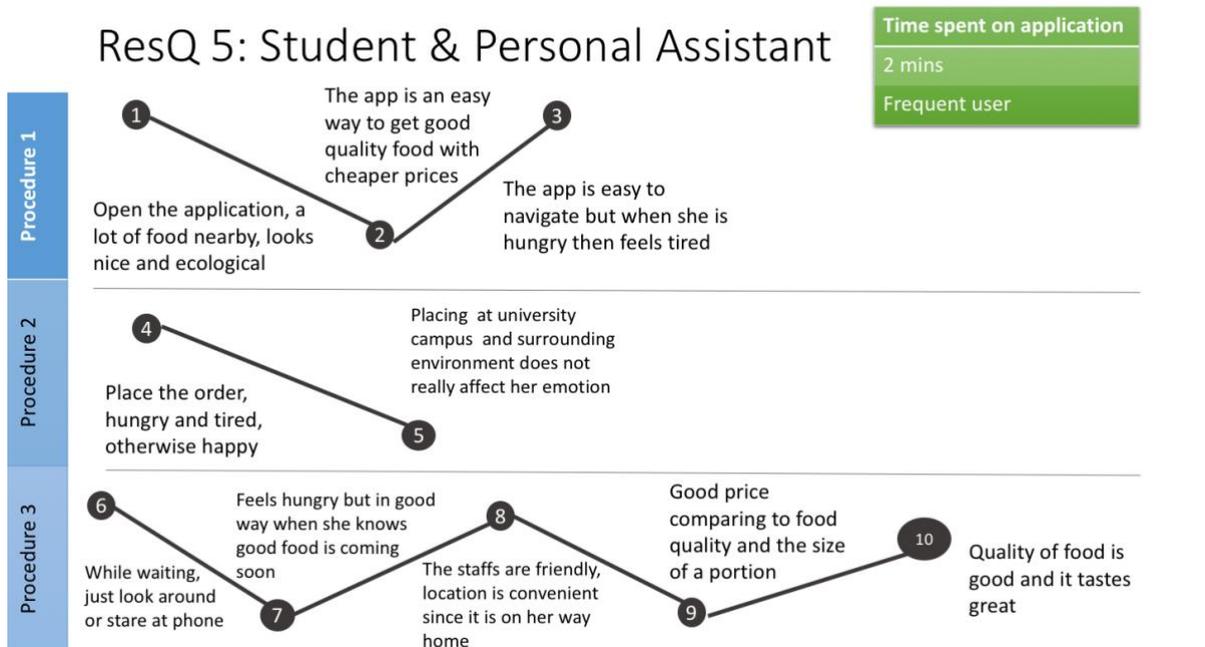


Figure 19: Customer map of ResQ's frequent user 5

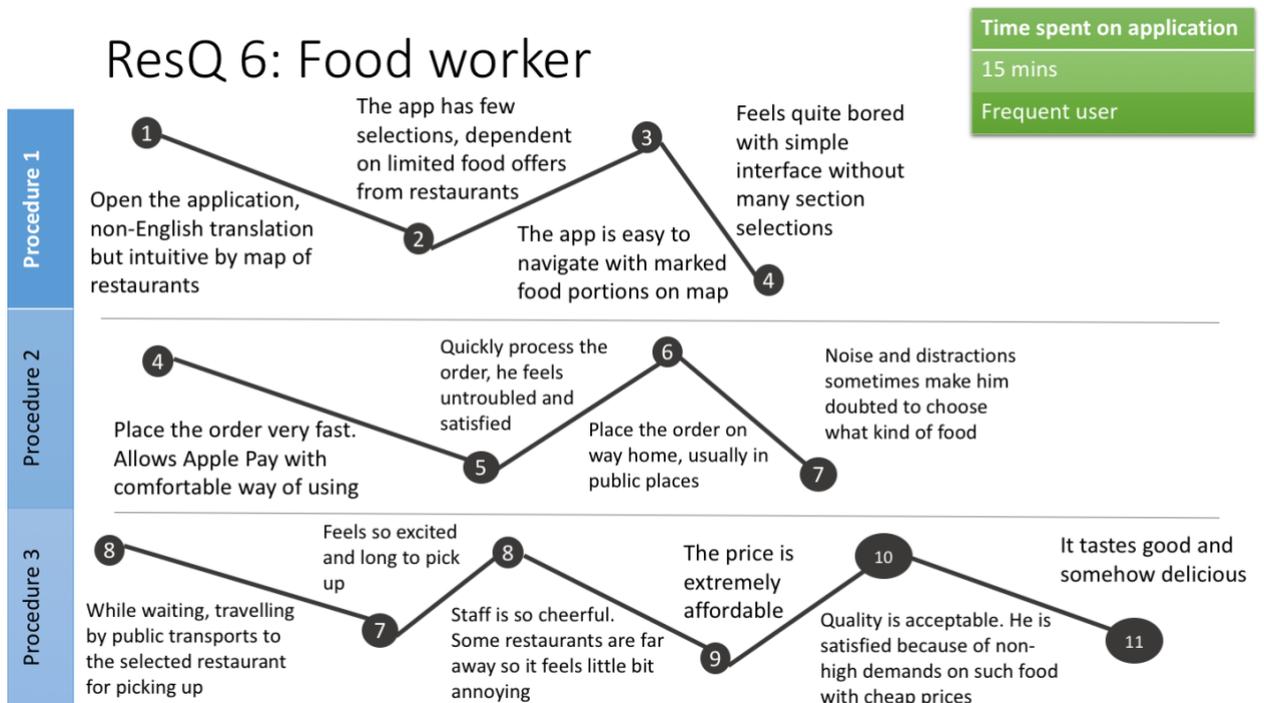
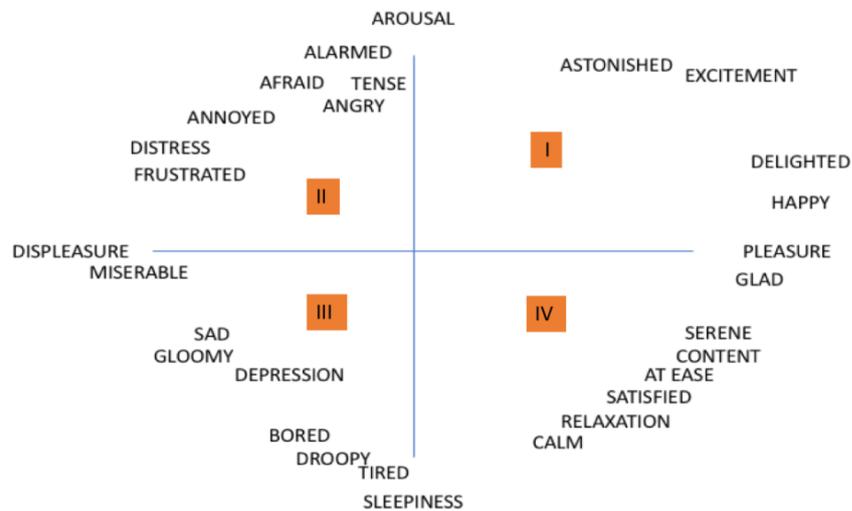


Figure 20: Customer map of ResQ's frequent user 6

ResQ 5 surprised the author with only 2 minutes spending on the application. She was impressed by a nice look and ecological of the application; whereas, the food worker found difficulties without English-translation, but he was intuitive by a map of restaurants. He pointed out the limitation of food offers; however, the student said that “It is an easy way to get good quality food at cheaper prices than normally in restaurants”. Both of them found the app was easy to navigate but the student sometimes felt tired if she was hungry. Similarly, the food worker felt quite bored with the simple interface without many section selections. In the second procedure, the process was very fast. Food worker felt so comfortable with the paying option using Apple Pay. The student felt so hungry and tired, otherwise happy. On the other hand, the food worker felt satisfied and untroubled with a really fast process. The student placed the order inside the university campus therefore, she was not affected by surrounding environments. But for the food worker, he ordered on the way home, usually public places so noises and distractions sometimes made him doubted of what to choose. While waiting, the food worker came to the pick-up restaurants, while the student stared at her phone. They both feel hungry and excited to pick up the food. Staffs were cheerful and friendly and for the student, she felt convenient since the pick-up was on her way home; whereas the food worker sometimes felt a bit annoyed due to far distance. The price was affordable, considering “how good the food tastes. Also, the meal size is quite big”, the student shared her opinions. So, did the food worker. The food tasted great and “somehow delicious”, the food worker said. He was also satisfied because of “non-high demands on such foods with cheap prices”.

After all, all the frequent users seem to be satisfied and happy and really enjoyed the food application that they chose to be a frequent customer. Even though there are still some dislikes and minor annoying features from the application, they still experience and share their own emotions and comments.

5.5 Emotional pleasure and emotional arousal



Previous chapters distinguished between emotional arousal and emotional pleasure. Emotional arousal belongs to (I) quadrant and emotional pleasure belongs to (IV) quadrant. Below were emotions collected from three customer groups of Wolt and ResQ. Each figure recorded both arousal and pleasure emotions; moreover, negative emotions also received in the figure to show the real emotions of different customer groups while using the mobile application. However, this thesis only researched about emotional arousal and pleasure, hence did not mention about negative emotions. These figures below represent the emotions of different group of customers from both case company.

5.5.1 New users from Wolt

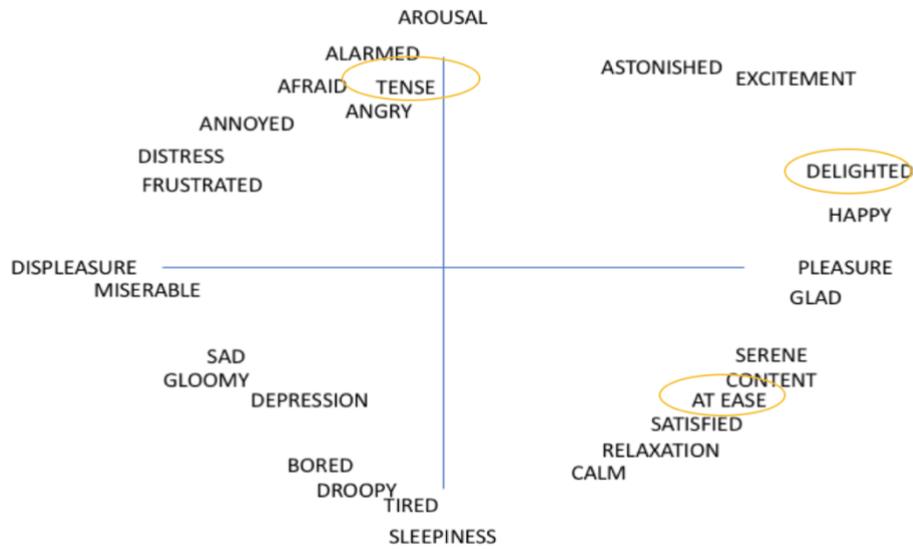


Figure 21: Wolt's new user 1 emotions.

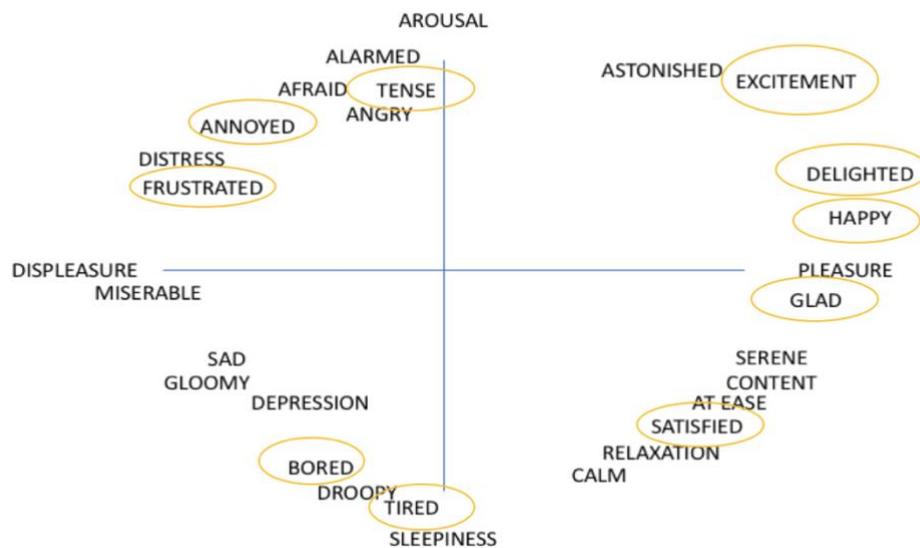


Figure 22: Wolt's new user 2 emotions.

New users from Wolt showed some different but still had similar emotions while they used the application to make order. First user seemed to show not much emotions but both emotions belong to emotional arousal and emotional pleasure, which means these emotional existed same times as the user follow procedures of ordering food. On the other hand, second user showed more detail about emotion throughout the experience.

“Delighted” was the emotion which appeared on both users, but the second user had emotions like excitement, happy, glad, satisfied. The user expressed mainly arousal emotions than pleasure emotions. Therefore, both new users from Wolt existed emotional arousal alongside with emotional pleasure.

5.5.2 New users from ResQ

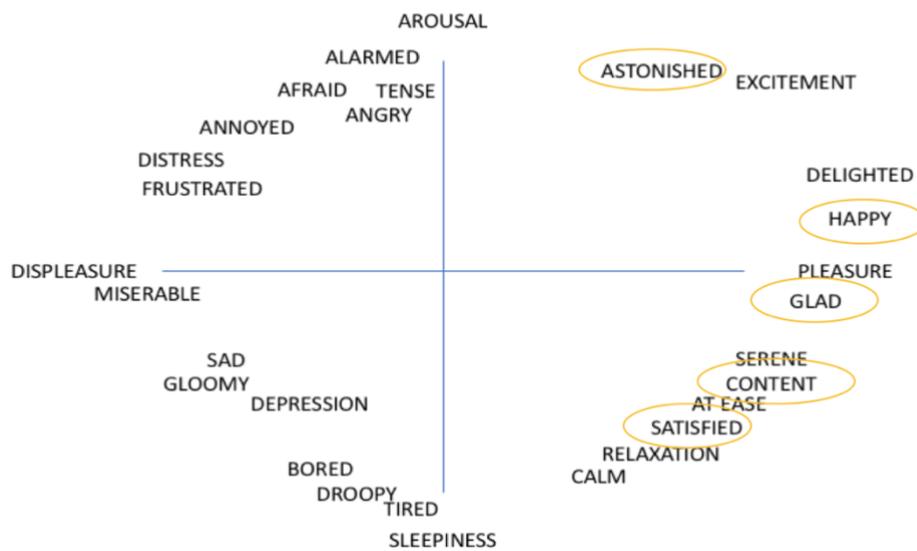


Figure 23: ResQ's new user 1 emotions.

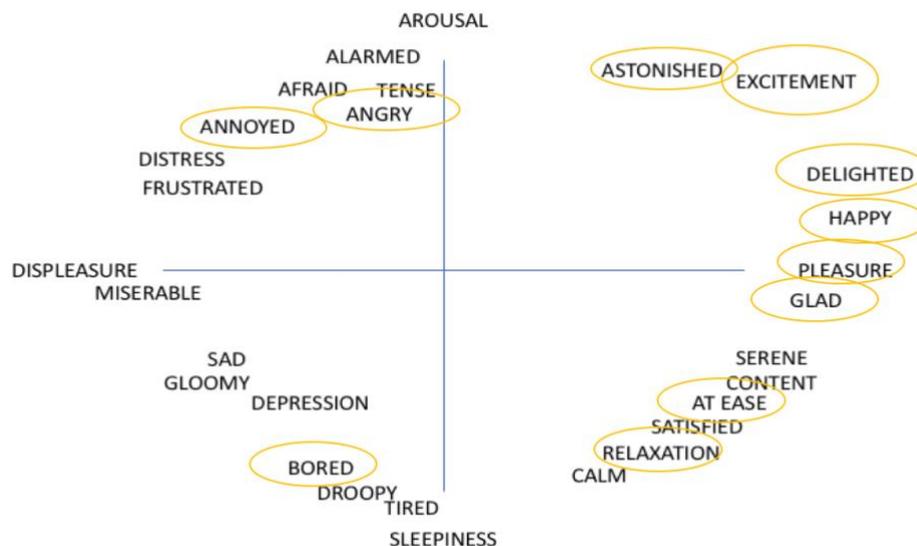


Figure 24: ResQ's new user 2 emotions.

The first new user from ResQ showed more pleasure emotions than arousal emotions while using the application. Similar emotions also appeared at the second user, namely 'astonished', 'happy', 'glad'; however, the second user really balanced between emotional arousal and emotional pleasure during experience. In the case of new users from ResQ, they tended to keep both arousal and pleasure equally.

In conclusion, it can be seen that obviously, the parallel existence of arousal and pleasure in new users from both Wolt and ResQ but new users from ResQ seems to express more arousal and pleasure emotions than new users from Wolt, which means new users could raise more impression with the application and during the time using it.

5.5.3 Moderate users from Wolt

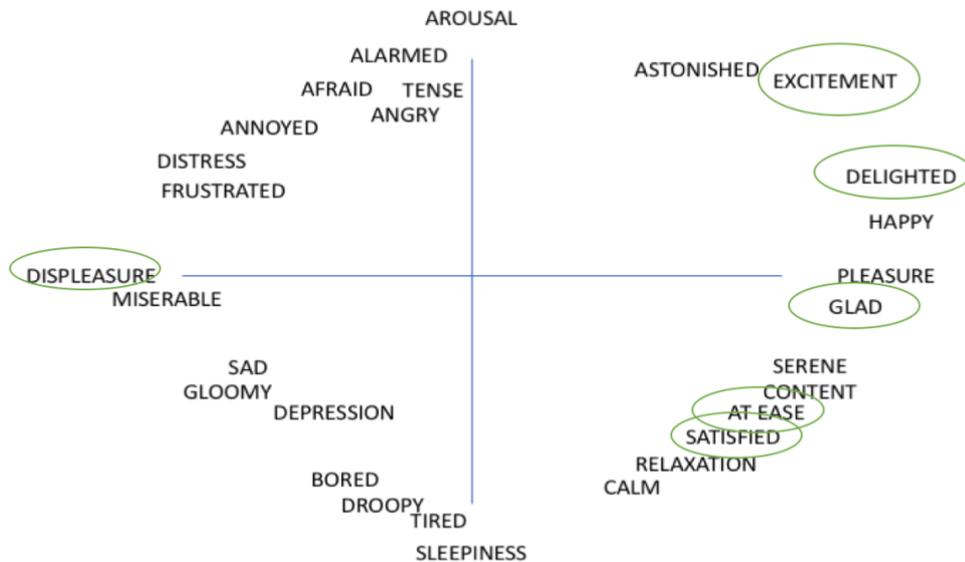


Figure 25: Wolt's moderate user 1 emotions.

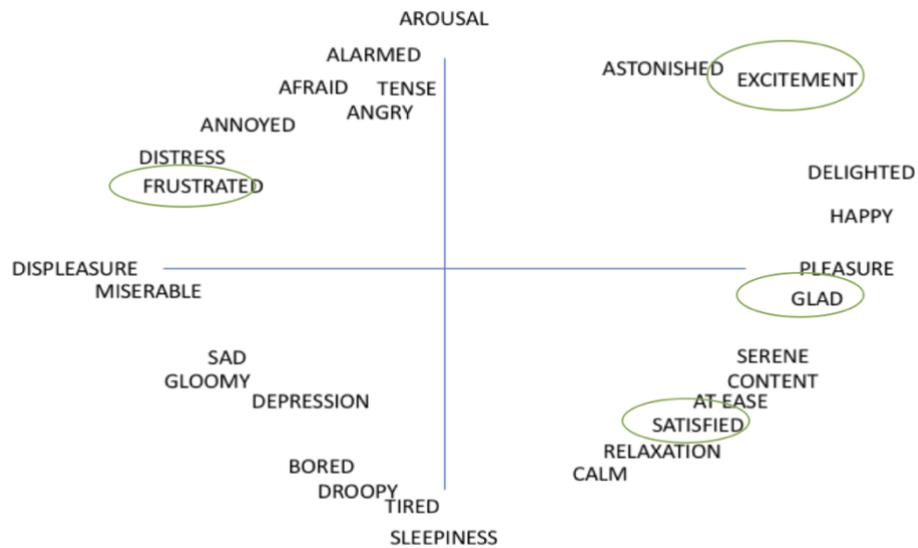


Figure 26: Wolt's moderate user 2 emotions.

'Glad', 'satisfied', 'excitement' were the same emotions of moderate users from Wolt. Both of them felt more pleasure than arousal; none withstanding, both emotions existed together.

5.5.4 Moderate users from ResQ

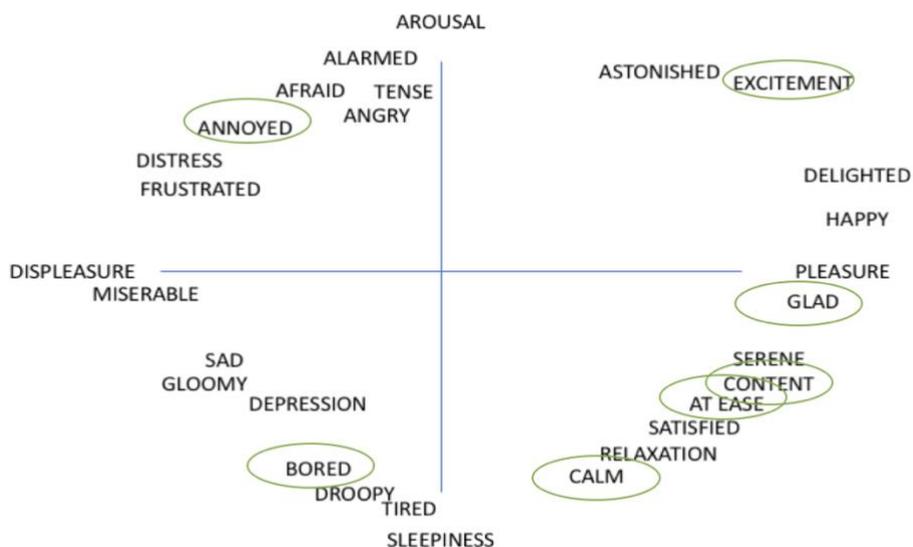


Figure 27: ResQ's moderate user 1 emotions.

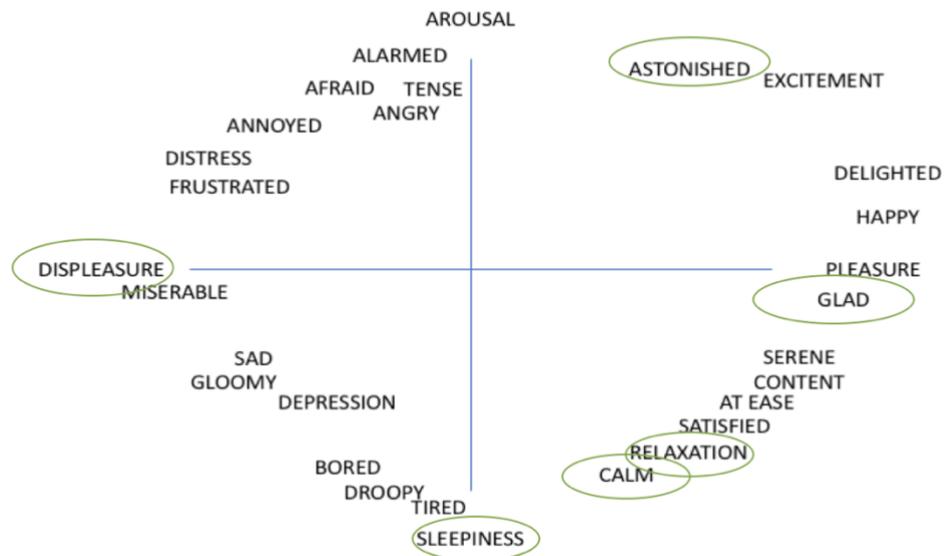


Figure 28: ResQ's moderate user 2 emotions.

Similar to Wolt customers, moderate users from ResQ had more emotional pleasure than arousal. They all felt 'glad' and 'calm' while using the application.

In general, emotional arousal and emotional pleasure tied together in expressing one's emotion. One did not depend on another but somehow, they both existed at the same time of experience. Furthermore, both moderate users from ResQ and Wolt had more feeling of pleasure than arousal.

5.5.5 Frequent users from Wolt

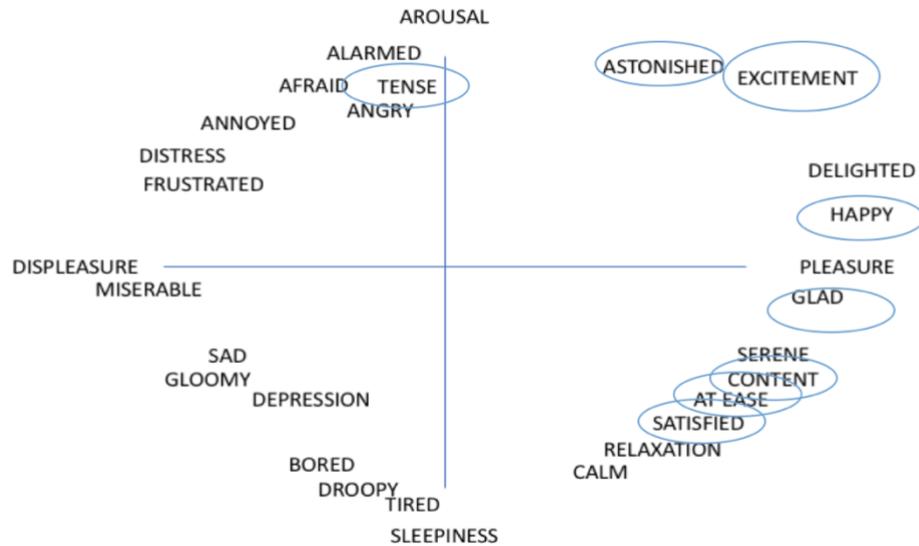


Figure 29: Wolt's frequent user 1 emotions.

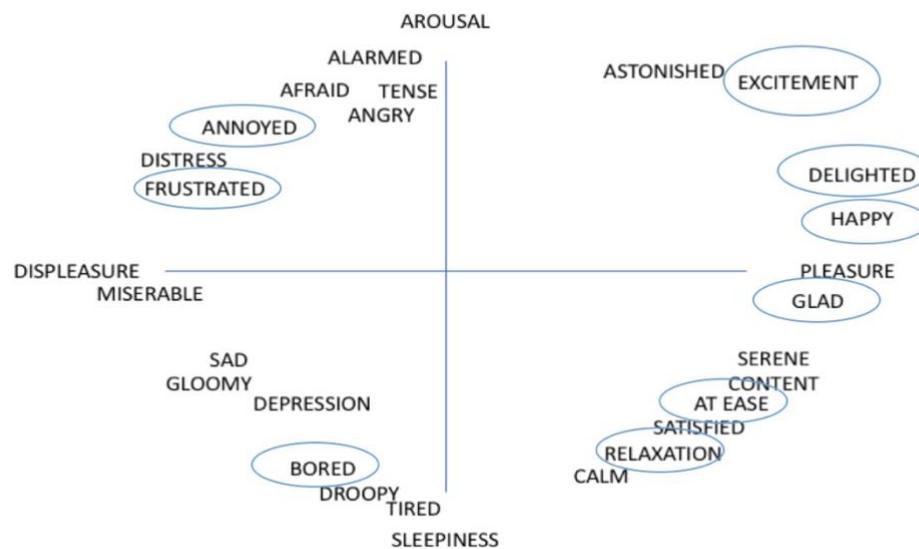


Figure 30: Wolt's frequent user 2 emotions.

Frequent users are those who spent many times using the mobile application to make order. They got acquaintance with each procedure of the application, therefore, they provoked quite balance emotions between emotional arousal and emotional pleasure. Both frequent users from Wolt expressed quite similar arousal emotions such as 'excitement', 'happy'; and pleasure emotions like 'glad', 'at ease'. Emotional arousal and

emotional pleasure once again teamed up together; but users still felt more pleasure than arousal.

5.5.6 Frequent users from ResQ

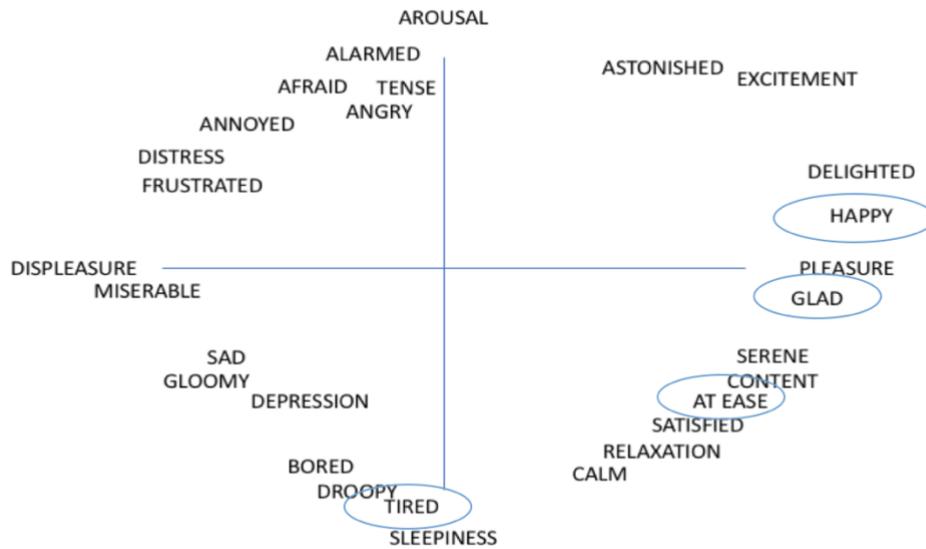


Figure 31: ResQ's frequent user 1 emotions.

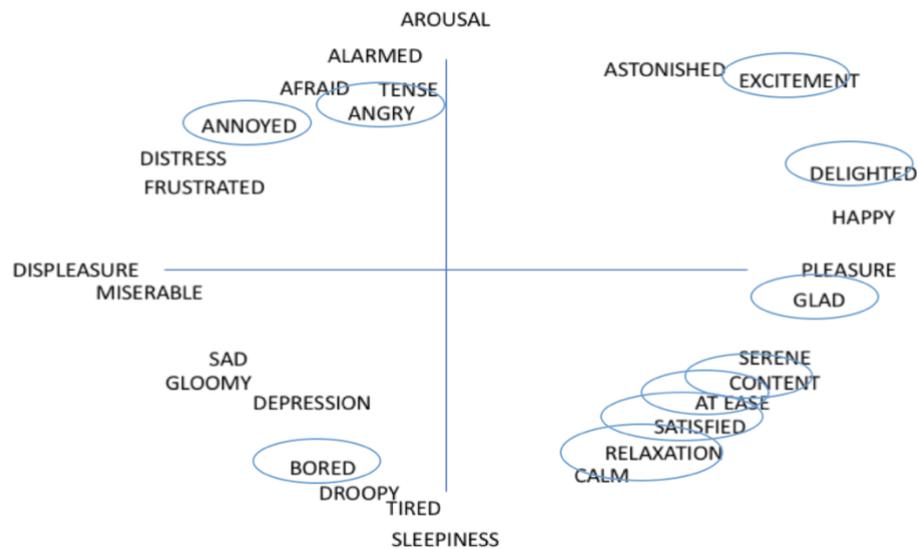


Figure 32: ResQ's frequent user 2 emotions.

Frequent user 1 from ResQ showed less emotions than the second user but both emotions still appeared together. Pleasure emotions tend to dominate both frequent

users, especially the second user, who felt quite same emotional pleasure but in different level. ***To sum up, frequent users, similarly to moderate users, seemed to have more emotional pleasure than arousal emotion, even though frequent users tended to balance between these two emotions.***

6 DISCUSSION AND CONCLUSIONS

6.1 Theoretical implications

Customer experience comprises of both physical and emotion but in this thesis, the literature mainly focused on giving different concepts about emotion, in order to show different perspective of a term. Similarly, the definitions of customer experience also attracted many researchers to bring up the idea about the popular term. This study showed another strong side of emotion in customer experience, how emotion dimensions different at different customer status.

In this study, emotion expressed though customer journey in the online platform, which could be new and more complicated than the real world. Customers had limited physical interaction with real physical thing, rather than the only screen to interact and make order, all in the same platform and another chance to meet and greet with the staff. However, surrounding environment seem to be a distraction, especially the effect on emotions of the users. The study researched wo case company, Wolt and ResQ but from the perspective of customer.

Emotion was also a term which received many definitions from many areas. This thesis described about emotion through PAD model, particularly studying about two dimensions of emotion: emotional arousal and emotional pleasure. Customer journey map was drawn from answers of interviewees. These maps were obvious evidences, in order to capture customers' emotions at different stages of the experience.

The findings from the research answered both research question in which emotional arousal and emotional pleasure affects differently at different customer groups at different stage of the experience. However, both arousal and pleasure always existed, no matter what status of customer was and at which stage of procedure. Somehow, with the new users, emotional arousal seemed to appear many times but for moderate and frequent users, emotional pleasure seemed to dominate.

6.2 Summary of empirical result

In this chapter, the answer concluded from the empirical results would be revealed. By summarizing all the emotions experienced from 12 respondents in both applications and later placing them in the PAD model. Its visualization provides a concrete evidence on different emotions on different status of customers, in order to differentiate their

experience using mobile application for food ordering. Furthermore, it is also the conclusion for two sub-research questions.

How emotional pleasure affects customer experience at different customer journey map?

How emotional arousal affects customer experience at different customer journey map?

From the answers interviewed 12 respondents, the author summarized emotions during these procedures. Different customer status may present different emotions at a different stage of experience when using the application. The table 5 would support in transferring data into the PAD model.

Table 4: Emotions of respondents

Users	Procedures	WOLT	RESQ
New user 1	Procedure 1	Comfortable	Very good
	Procedure 2	Nervous	Satisfied
	Procedure 3	Joy, good	Happy, curious, friendly, acceptable, perfect,
New user 2	Procedure 1	Frustrated, tired, friendly, excited, delighted	Attractive, friendly, curious, surprised, delighted, amazed
	Procedure 2	Bored	Excited, angry, annoyed
	Procedure 3	Happy, excited, glad, satisfied, annoyed, nervous, disappointed	Annoyed, enjoyable, friendly, comfortable, relaxed, good
Moderate user 1	Procedure 1	Friendly, convenient, unsatisfied	Unattractive, calm, comfortable, bored
	Procedure 2	Satisfied	Excited
	Procedure 3	Excited, friendly, fine	Annoyed, friendly, convenient, affordable

Moderate user 2	Procedure 1	Uncertainty	not special, unimpressive, relax
	Procedure 2	Hurry, excited, uncertainty	Relaxed, calm, bad
	Procedure 3	Good, OK, satisfied	Relax, nice, wonderful, good
Frequent user 1	Procedure 1	Good, satisfied	Nice, tired
	Procedure 2	Happy,	Tired, happy,
	Procedure 3	Excited, curious, friendly, surprised, pleased, convenient, satisfied, happy, disappointed	Good, friendly, convenient, great
Frequent user 2	Procedure 1	Confused, excited, convenient	Uncomfortable, bored
	Procedure 2	Excited, happy	Comfortable, untroubled, satisfied, annoyed
	Procedure 3	Excited, bored, annoyed, delighted, friendly, convenient, good, relaxed, enjoyable	Excited, cheerful, annoyed, affordable, acceptable, satisfied, good

The PAD model about emotions for all 12 respondents is a clear answer for these sub-questions above. An emotion of different customer status might be different with which mobile application they use. Furthermore, emotions are also different from different stages of using mobile application. Particularly, new users show their emotions in opposite pairs, such as pleasure – displeasure; arousal – sleepiness. Take an example, this pair might appear: comfortable – nervous; excitement – bored, etc. However, when it comes to moderate users or frequent users, these negative emotions are less or rarely appeared or appeared in a specific situation. Surprisingly, the emotions frequently appeared were the same for all three group of customers. These emotions could be named such as excited, happy, satisfied, annoyed, bored, delighted, comfortable, curious.

For Wolt customers, new users seem to have less affected by emotion arousal than pleasure, but in moderate users and frequent user, they have quite many different emotions during the procedure 2 and 3. For ResQ customers, it is similar to Wolt since customers are affected by emotional pleasure and emotional arousal more in moderate and frequent users. However, these customers from ResQ received more interesting emotions in both arousal and pleasure than Wolt. Overall, both emotional arousal and emotional pleasure affect different customer group at a different stage in a good way with more positive emotions. Emotional arousal and emotional pleasure existed alongside each other. However, new user groups tend to show more emotional arousal because of their first time interacting with the application. But for moderate users and frequent users, the arousal emotions appeared less, instead they felt more pleasure and expressed more emotional pleasure when using the application. Somehow, negative emotions appear but in certain circumstances. The research could answer these two sub-questions and can point out the differences between these mobile applications as well as different customer group at a different stage of experience journey.

6.3 Managerial implications

The study aims to see whether emotion could have any impact on customer experience. In fact, the research pointed out how different dimension of emotions could be different at different customer groups and at different stages of experience. An online platform through mobile application to make food order. The virtual environment was really different from the brick & mortar environment. Therefore, customer journey map in order to record the reaction and experience of different customer groups, following three procedure of the application: (1) open the application, (2) ordering process and (3) service. After having the customer journey map, based on the PAD model with all the relevant emotions related to emotional arousal and emotional pleasure, highlighted emotions were marked in the emotional model, in order to see the affect and the different emotions between customers from same group to different group. At Wolt, new users tended to show more emotional arousal than from ResQ's customers. However, for moderate and frequent users from both company, pleasure emotion seems to dominate but somehow still keeps the balance.

6.4 Limitations and recommendation for future research

This chapter would reveal some weakness and difficulties during the research for this thesis. Firstly, the sample size used in this thesis is small, in both phases of research. The

first phase was conducted by a small online survey. However, only 20 people answered. Next phase, the author sent filled-in interviews for those people who answered and were interested further in the project. Sadly, the number of people returned quite small, and the author had to pick out 12 people that matched the qualification of the interview and started analyzing the data.

The second limitation is the scope of this research. Hopefully, the author could expect to carry out the research in a wide range with different customers who use both applications. Trying to search from Wolt and ResQ facebook, in order to search for potential customers to interview. But because of privacy, the author could not send messages to those customers. Thirdly, ideally, the interview should be a face-to-face so that the observation of emotions would be clearer; however, to conduct in that way with the limitation of respondents cause difficulties. Therefore, the author decided to send them the fill-in interview. But it is a big limitation when letting the respondents observe their emotion themselves. This might cause the unreliable answers from them. Fourthly, since the answered from respondents might be affected by their emotions at the time giving answers to the interview, it might be not the same in a different day or under different circumstances. For future recommendation, the research should be more focused in a wider range of participants and somehow, connecting with case company, so that the reliability for the research could help the company to understand more about their customers, in order to develop or upgrade the application.

References

- Anderson, G., 2015. *Digging into Wolt with cofounder Elias Pietilä*. Available at: <http://arcticstartup.com/digging-into-wolt-with-cofounder-elias-pietila/>. [Accessed 10 April 2018].
- Baxter, P. & Jack, S., 2008. Qualitative Case Study Methodology: Study Design and Implementation for Novice Researchers. *The Qualitative Report*, 13(4), pp. 544-559.
- Bilgihan, A., Okumus, F., Nusair, K. & Bujisic, M., 2014. Online experiences: flow theory, measuring online customer experience in e-commerce and managerial implications for the lodging industry. *Information Technology & Tourism*, 14(1), pp. 49-71.
- Borowski, C., 2015.. *Harvard Business Review*. Available at: <https://hbr.org/2015/11/what-a-great-digital-customer-experience-actually-looks-like>. [Accessed 27 April 2018].
- Brengman, M. & Geuens, M., 2004. The Four Dimensional Impact of Color on Shopper's Emotions. *Advances in Consumer Research*, Volume 31, pp. 122-128.
- Burns, D. J. & Neisner, L., 2006. Customer satisfaction in a retail setting The contribution of emotion. *International Journal of Retail & Distribution Management*, 34(1), pp. 49-66.
- Collins, H., 2007. *Collins English Dictionary*. 7th Edition ed. Glassgow: Harper Collins.
- Consoli, D., 2009. EMOTIONS THAT INFLUENCE PURCHASE DECISIONS AND THEIR ELECTRONIC PROCESSING. *Annales Universitatis Apulensis Series Oeconomica*, 11(2), pp. 996-1008.
- Court, D., Elzinga, D., Mulder, S. & Vetvik, O. J., 2009. *McKinsey*. Available at: <https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/the-consumer-decision-journey>. [Accessed 6 May 2018].
- Creswell, J. W., 1998. *Qualitative inquiry and research design: Choosing among five traditions*. Thousand Oaks, California: Sage Publications.

Davidson, J., 2015. *Time*. Available at: <http://time.com/money/3896219/internet-users-worldwide/>. [Accessed 27 April 2018].

Dewey, J., 1963. *Experience And Education*. New York: Macmillan Publishing.

Dhaliwal, J. S., Macintyre, M. & Parry, G., 2011. Understanding services and the customer response. In: G. P. J. A. Mairi Macintyre, ed. *Service design and delivery*. London: Springer, pp. 1-18.

Economy, M. o. E. a. t., 2015. *Service Economy Revolution and Digitalisation: Finland's Growth Potential*, Finland: Publications of the Ministry of Employment and the Economy .

Finland, G., 2016. *Goodnews Finland*. Available at: <http://www.goodnewsfinland.com/wolt-delivers-the-goods-with-robots/>. [Accessed 10 April 2018].

Fletcher, M., 2017. *Finnish startup ResQ Club is giving restaurants and customers a win-win opportunity to stop food waste*. Available at: <http://nordic.businessinsider.com/finnish-startup-resq-club-is-giving-restaurants-and-customers-a-win-win-opportunity-to-stop-food-waste-2017-2/>. [Accessed 10 April 2018].

Floyd, M. F., 1997. Pleasure, arousal, and dominance: Exploring affective determinants of recreation satisfaction. *Leisure Sciences*, 19(2), pp. 83-96.

Forlizzi, J., Disalvo, C. & Hanington, B., 2003. On the Relationship between Emotion, Experience and the Design of New Products. *The Design Journal*, 6(2), pp. 29-38.

Gentile, C., Spiller, N. & Noci, G., 2007. How to Sustain the Customer Experience:: An Overview of Experience Components that Co-create Value With the Customer. *European Management Journal*, 25(5), pp. 395-410.

Gilmore, B. P. I. a. J. H., 1998. *Welcome to the experience economy*, s.l.: Harvard Business Review.

Glazer, T., 2018. The part-whole perception of emotion. *Consciousness and Cognition*, Volume 58, pp. 34-43.

Hair, N., Rose, S., Clark, M. & Samouel, P., 2012. Online Customer Experience in e-Retailing: An empirical model of Antecedents and Outcomes. *Journal of Retailing*, Volume 88, pp. 308-322.

Havlena, W. J. & Holbrook, M. B., 1986. The Varieties of Consumption Experience: Comparing Two Typologies of Emotion in Consumer Behavior. *Journal of Consumer Research*, Volume 13, pp. 394-404.

Herter, M. M., Santos, C. P. d. & Pinto, D. C., 2014. "Man, I shop like a woman!" The effects of gender and emotions on consumer shopping behaviour outcomes. *International Journal of Retail & Distribution Management*, 42(9), pp. 780-804.

Holbrook, M. B. & Hirschman, E. C., 1982. The experiential aspects of consumption: consumer fantasies, feelings, and fun. *Journal of Consumer Research*, September, Volume 9, pp. 132-140.

Kleinginna Jr., P. R. & Kleinginna, A. M., 1981. Categorized List of Emotion Definitions, with Suggestions for a Consensual Definition. *Motivation and Emotion*, 5(4), pp. 345-379.

Koo, D. M. & Lee, J.-H., 2011. Inter-relationships among dominance, energetic and tense arousal, and pleasure, and differences in their impacts under online vs. offline environment. *Computers in Human Behavior*, Volume 27, p. 1740–1750.

Kumar, G. S. K., 2007. *Handbook Of Management Terms*. s.l.:Icfai University Press.

Løvlie, L., Downs, C. & Reason, B., 2008. Bottom-line Experiences: Measuring the Value of Design in Service. *Design Management Review*.

Language, A. H. D. o. E., 2006. *American Heritage Dictionary of English Language*. 4th Edition ed. Boston: s.n.

Lemon, K. N. & Verhoef, P. C., 2016. Understanding Customer Experience Throughout the Customer Journey. *Journal of Marketing: AMA/MSI Special Issue*, November, Volume 80, pp. 69-96.

- Liu, Y., Pu, B., Guan, Z. & Yang, Q., 2016. Online Customer Experience and Its Relationship to Repurchase Intention: An Empirical Case of Online Travel Agencies in China. *Asia Pacific Journal of Tourism Research*, 21(10), pp. 1085-1099.
- Machleit, K. A. & Eroglu, S. A., 2000. Describing and Measuring Emotional Response to Shopping Experience. *Journal of Business Research*, Volume 49, pp. 101-111.
- Mager, B., 2009. Service design as emerging field. In: *Designing services with innovative methods*. s.l.:Publication series.
- Mager, B. & Sung, T.-J. (., 2011. Special issue editorial: Designing for services. *International Journal of Design*, 5(2), pp. 1-3.
- Magids, S., Zorfas, A. & Leemon, D., 2015. The New Science of Customer Emotions. *Harvard Business Review*, November, 0(76), pp. 66-74.
- Martin, D., O'Neill, M., Hubbard, S. & Palmer, A., 2008. The role of emotion in explaining consumer satisfaction and future behavioural intention. *Journal of Services Marketing*, 22(3), pp. 224-236.
- Mehrabian, A., 1997. Comparison of the PAD and PANAS as Models for Describing Emotions and for Differentiating Anxiety from Depression. *Journal of Psychopathology and Behavioral Assessment*, 19(4), pp. 331-357.
- Menona, S. & Kahn, B., 2002. Cross-category effects of induced arousal and pleasure on the Internet shopping experience. *Journal of Retailing*, Volume 78, pp. 31-40.
- Meyer, C. & Schwager, A., 2007. *Understanding customer experience*, s.l.: Harvard Business Review.
- Miettinen, S. & Koivisto, M., 2009. *Designing Services with Innovative Methods*. Helsinki, Kuopio: Publication series.
- Moritz, S., 2005. *Service Design: Practical access to an evolving field*, London: s.n.

Morse, J. M., 1994. Designing funded qualitative research. *Handbook of qualitative research*, pp. 220-235.

Moye, J., 2013. *CocaCola*. Available at: <http://www.coca-colacompany.com/stories/happiness-without-borders>. [Accessed 17 April 2018].

Novak, T. P., Hoffman, D. L. & Yung, Y. F., 2000. Measuring the customer experience in online environments: A structural modeling approach. *Marketing Science*, 19(1), pp. 22-42.

Nyer, P., 1997. A Study of the Relationships between Cognitive Appraisals and Consumption Emotions. *Journal of the Academy of Marketing Science*, 25(4), pp. 296-304.

O'Sullivan, J., 2015. *Wolt cuts down time at the counter*. Available at: <http://www.goodnewsfinland.com/feature/wolt-cuts-down-time-at-the-counter/>. [Accessed 10 April 2018].

OUP, 2006. *Concise Oxford English Dictionary*. Oxford: Oxford University Press.

Palmer, A., 2010. Customer experience management: a critical review of an emerging idea. *Journal of Services Marketing*, 24(3), pp. 196-208.

Patricio, L., Fisk, R. P. & Cunha, J. F. e., 2008. Designing Multi-Interface Service Experiences: The Service Experience Blueprint. *Journal of Service Research*, 10(4), pp. 318-334.

Petre, M., Minocha, S. & Roberts, D., 2006. Usability beyond the website: An empirically-grounded e-commerce evaluation instrument for the total customer experience. *Behaviour & Information Technology*, 25(2), pp. 189-203.

Puccinelli, N. M. et al., 2009. Customer Experience Management in Retailing: Understanding the Buying Process. *Journal of Retailing*, 85(1), pp. 15-30.

Rawson, A., Duncan, E. & Jones, C., 2013. *The truth about customer experience*, s.l.: Harvard Business Review.

ResQ, 2018. Available at: <https://www.resq-club.com>. [Accessed 10 April 2018].

Rosenbaum, M. S., Otolora, M. L. & Ram´irez, G.´. C., 2017. How to create a realistic customer journey map. *Business Horizons* (, Volume 60, pp. 143-150.

Russell, J. A., 1980. A Circumplex Model of Affect. *Journal of Personality and Social Psychology*, 39(6), pp. 1611-1178.

Russell, J. A., Weiss, A. & Mendelsohn, G. A., 1989. Affect Grid: A Single-Item Scale of Pleasure and Arousal. *Journal of Personality and Social Psychology*, 57(3), pp. 493-502.

Ruyter, J. B. & K. d., 1999. Customer Loyalty in High and Low Involvement Service Settings: The Moderating Impact of Positive Emotions. *Journal of Marketing Management*, 15(4), pp. 315-330.

Saunders, M., Lewis, P. & Thronhill, A., 2009. *Research methods for business students*. 5th Edition ed. Essex, England: Pearson Education.

Shaw, C., 2007. *The DNA of customer experience: How emotions drive value*. 1st Edition ed. s.l.:Palgrave Macmillan.

Shaw, C., Dibeehi, Q. & Walden, S., 2010.. *Customer Experience: Future trends & Insights*. 1st Edition ed. New York: Palgrave Macmillan.

Shaw, C., Dibeehi, Q. & Walden, S., 2010. *Customer Experience: Future trends & Insights*. 1st Edition ed. New York: Palgrave Macmillan.

Shaw, C. & Ivens, J., 2002. *Building great customer experiences*. New York: Palgrave Macmillan.

Statistics, F., 2012. *Invest in Finland*. Available at: <https://www.investinfinland.fi/-/service-sector-provides-72-9-of-all-jobs-in-finland>. [Accessed 8 February 2018].

Stein, A. & Ramaseshan, B., 2016. Towards the identification of customer experience touch point elements. *Journal of Retailing and Consumer Services*, Volume 30, pp. 8-19.

Stenbacka, C., 2001. Qualitative research requires quality concepts of its own. *Management Decision*, 39(7), pp. 551-555.

Takahashi, D., 2016. *Finland's Wolt raises \$12.4M for ordering food online*. Available at: <https://venturebeat.com/2016/04/15/finlands-wolt-raises-12-4m-for-ordering-food-online/>. [Accessed 10 April 2018].

Wölfel, A., 2005. *OCED Library*. Available at: <http://www.oecd-ilibrary.org/docserver/download/212257000720.pdf?expires=1518093187&id=id&accname=guest&checksum=9BD2275FE7B9A3B7892398AA7F57A254>. [Accessed 8 February 2018].

Wauters, R., 2016. *Finnish food ordering startup Wolt nabs €10 million in funding*. Available at: <http://tech.eu/brief/finnish-food-ordering-startup-wolt-orders-e10-million-funding/>. [Accessed 10 April 2018].

Wolt, n.d. Available at: <https://wolt.com>. [Accessed 10 April 2018].

Yin, R. K., 2003. *Case study research: Design and methods*. 3rd Edition ed. Thousand Oaks, California: Sage Publication, Inc..

Yle, 2016. *Yle Uutiset*. Available at: https://yle.fi/uutiset/osasto/news/food_deliveries_on_the_rise/892416. [Accessed 8 February 2018].

APPENDICES

Appendix 1. Background information of respondents collected from survey

Table 5: Respondents background information.

Respondents	Applications	Age	Occupation	Nationality/city	Ordering status	Customer status
1	Wolt, ResQ	18-30	Exchange student from Italy	Vietnamese/Helsinki	Wolt, ResQ: new user	New user
2	Wolt	18-30	Restaurant cook	Finnish/Helsinki	Once a year	New user
3	Wolt, ResQ	18-30	Driver	Vietnamese/Helsinki	Wolt, ResQ: Weekly	Frequent user
4	ResQ	18-30	University student & personal assistant	Finnish/Espoo	Weekly	Frequent user
5	Wolt, ResQ	18-30	Student	Japanese/Helsinki	Wolt: once a month ResQ: New user	Wolt: Moderate user ResQ: New user
6	No application	18-30	Export Manager	Finnish/Turku	No user but Pizza Online: every 2-3 month	No user
7	Wolt, ResQ, Foodora	18-30	Student	Slovenia/Helsinki	Wolt: Every 2-3 month ResQ: Never Foodora: New user	Wolt: Moderate user ResQ: New user

						Foodora: New user
8	Wolt, ResQ, Foodora	18- 30	Student	Vietnamese/Helsinki	Wolt: New user ResQ: Never Foodora: Weekly	Wolt: New user ResQ: New user Foodora: Frequent
9	Wolt, ResQ	18- 30	Kitchen assistant	Korea/Helsinki	Wolt: Weekly ResQ: New user	Wolt: Frequent user ResQ: New user
10	No	18- 30	Student	Vietnamese/Helsinki	No	No user
11	Wolt, ResQ	18- 30	Student	Finnish/Helsinki	Wolt, ResQ: every 2-3 month	Moderate user
12	No	18- 30	Student	Vietnamese/Helsinki	No	New user
13	No	18- 30	Student	Vietnamese/Tampere	No	New user
14	ResQ	18- 30	Student	Vietnamese/Helsinki	Weekly	Frequent user
15	Wolt	18- 30	Program developer	Vietnamese/Turku	Every 2-3 month	Moderate user
16	Wolt, ResQ	18- 30	Food worker	Pakistan/Turku	Wolt: Once a month ResQ: Weekly	Wolt: Moderate user

						ResQ: Frequent user
17	ResQ	31-60	Waitress	Finnish/Helsinki	Every 2-3 month	Moderate user
18	Wolt	18-30	Student	Swedish/Vaasa	New user	New user
19	Wolt	18-30	Data analyst	Vietnamese/Helsinki	Once a month	Moderate user
20	Wolt	18-30	Student	Vietnamese/Kokkola	New user	New user

Appendix 2. Interview format



Open your mind. LUT.

Lappeenranta **University of Technology**

LAPPEENRANTA UNIVERSITY OF TECHNOLOGY

LUT School of Business

Master of International Marketing Management

INTERVIEW QUESTIONNAIRE

How emotions influence on customer experience in using mobile application for food ordering?

Firstly, I would really appreciate your interest in my project. This is a detailed interview, using two food order in which I would like you to closely observe your own emotion in a following procedure:

(1) begin to open the application

(2) during ordering process

(3) after the service

It would be really helpful if you could fill the form simultaneously while you are using the application for food ordering

Duration of the observation: in 2 weeks

APPROXIMATE TIMES

TIME SPENT ON APPLICATION 30 min

TIME RECEIVING ORDER 45 min

PERSONAL

Occupation:

Age:

Nationality/City of residence:

PROCEDURE (1): Open the application (WOLT/RESQ)

What is your first impression about the application?

WOLT:

RESQ:

What makes you use the app for food ordering? (display of the food, affordable price or any other reasons?)

How would you describe the application?

WOLT:

RESQ:

When you use the application for ordering, is it easy to navigate?

What is your emotion when you interact with the application interface?

What do you like best about the application?

WOLT:

RESQ:

What do you hate most about the application?

WOLT:

RESQ:

PROCEDURE (2): Ordering process

How long does this take for your payment?

How long does the application process your order?

What is your emotion while you are in the payment process?

Where are you when placing the order?

Does the surrounding environment affect your emotion while you use the service?

PROCEDURE (3): Service

What do you usually do when waiting for the order?

How is your emotion while waiting for the order?

What is your emotion on these following criteria?

How is the staff attitude when give you the food?

How long do you have to wait to get your order?

How is the pick-up location? (Is it convenient/inconvenient for you?)

What do you think about the price?

When you receive the order, how is the quality of the food?

When you started to eat, how does it taste?

Interview forms

4.1. New user 1 from Wolt: Student

APPROXIMATE TIMES

TIME SPENT ON APPLICATION 30 min

TIME RECEIVING ORDER 45 min

PERSONAL

Occupation: Student

Age: 24

Nationality/City of residence: Swedish / Vaasa

PROCEDURE (1): Open the application (WOLT/RESQ)

What is your first impression about the application?

WOLT: looks good, easy to use

RESQ: nothing special, easy to use

What makes you use the app for food ordering? (display of the food, affordable price or any other reasons?) find nearby restaurants and check prices

How would you describe the application?

WOLT: more attractive

RESQ: simple

When you use the application for ordering, is it easy to navigate?

Yes

What is your emotion when you interact with the application interface? Comfortable

What do you like best about the application?

WOLT: good graphic design, lots of functions, informative

RESQ: easy to use

What do you hate most about the application?

WOLT: nothing

RESQ: too simple and only cover basic functions

PROCEDURE (2): Ordering process

How long does this take for your payment? few seconds

How long does the application process your order? few seconds

What is your emotion while you are in the payment process? Hopefully it would work

Where are you when placing the order? Home

Does the surrounding environment affect your emotion while you use the service?

Yes

PROCEDURE (3): Service

What do you usually do when waiting for the order? Looking for other options

How is your emotion while waiting for the order? Patiently

What is your emotion on these following criteria?

How is the staff attitude when give you the food? Joy

How long do you have to wait to get your order? 45mins

How is the pick-up location? (Is it convenient/inconvenient for you?) Convenient

What do you think about the price? A bit expensive

When you receive the order, how is the quality of the food? Good

When you started to eat, how does it taste? Still hot

4.2. New user 2 from Wolt: Restaurant cook**APPROXIMATE TIMES**

TIME SPENT ON APPLICATION 10 min

TIME RECEIVING ORDER 10 min

PERSONAL

Occupation restaurant cook

Age 22

Nationality/City of residence Finnish/Helsinki

PROCEDURE (1): Open the application (WOLT/RESQ)

What is your first impression about the application?

WOLT easy to browse with colorful display

RESQ

What makes you use the app for food ordering? (display of the food, affordable price or any other reasons?) I am hungry and lazy to cook

How would you describe the application?

WOLT It has so many categories and sometimes when I am hungry, it makes me frustrated and tiring to pick up what I really want to eat.

RESQ

When you use the application for ordering, is it easy to navigate? For Wolt it is easy and convenient

What is your emotion when you interact with the application interface?

For Wolt, I feel excited and delighted. The interface is smooth and friendly.

What do you like best about the application?

WOLT precise with the order status so you could check and are notified whenever the food is ready to pick up/ when the deliver arrives.

What do you hate most about the application?

WOLT when browsing on the application to choose the restaurant or the food you want to order, then sometimes, it is hard to find again the one you just look for.

PROCEDURE (2): Ordering process

How long does this take for your payment? In Wolt, it takes me about 3 mins

How long does the application process your order? 3 mins in Wolt

What is your emotion while you are in the payment process? I feel little bit bored.

Where are you when placing the order? Usually, I will hang around the center and decided to order something.

Does the surrounding environment affect your emotion while you use the service?

For me not that much since I decided what I want to eat.

PROCEDURE (3): Service

What do you usually do when waiting for the order? Going shopping

How is your emotion while waiting for the order? I feel happy and looking forward to it.

What is your emotion on these following criteria?

How is the staff attitude when give you the food? He/she always smile and looks friendly, which makes me feel glad and very satisfied.

How long do you have to wait to get your order? Usually it takes me about 10 mins. Sometimes, it takes so long which makes me feel annoyed.

How is the pick-up location? (Is it convenient/inconvenient for you?) I never choose pick-up option.

What do you think about the price? The shipping fee is high, average is 5euros, I can buy simple sandwich in market with that price.

When you receive the order, how is the quality of the food? I feel both happy and nervous whether the food is still the same as the description. But it is still warm when I receive. Hot food is my choice whenever I order.

When you started to eat, how does it taste? Not as good as comparing when you eat in the restaurant. So I feel little disappointed.

4.3. New user 1 from ResQ: Exchange student from Italy**APPROXIMATE TIMES**

TIME SPENT ON APPLICATION 15 min

TIME RECEIVING ORDER 30-40 min

PERSONAL

Occupation: Student

Age: 26

Nationality/City of residence: Vietnamese (Student in Università di Pavia, Italy , and currently an exchange student in Helsinki, Hanken school of economics.

PROCEDURE (1): Open the application (WOLT/RESQ)

What is your first impression about the application?

WOLT mobile app , order : pick up or deliver to agreement: It's a very convenient service, especially for a student who cannot cook well as me. The delivery service and price seems acceptable for me

RESQ: I especially prefer this application as I can have a good meal at a very good price. I usually order from RESQ in the weekend or when I invite my friends to have meal at my apartment.

What makes you use the app for food ordering? (display of the food, affordable price or any other reasons?)

The main reason I use the app is that I cannot cook very well, and it's very bad whenever I have party, decide to have meal with some of my friends or just whenever I'm too lazy to cook. Moreover, the price is acceptable.

How would you describe the application?

WOLT: Convenient, fast and very good delivery service and cheap price

RESQ: Extremely good meal, but I have to pick up in the restaurant, so I only use this service in the weekend

When you use the application for ordering, is it easy to navigate?

Yes, it is very easy to navigate in Helsinki where the public transport

What is your emotion when you interact with the application interface? Very good design.

What do you like best about the application?

WOLT: fast, cheap, convenient

RESQ: Very good quality and acceptable price for these types of food.

What do you hate most about the application?

WOLT the quality of food is only ok, and the kind of food is limited

RESQ: I have to come directly to the restaurant to pick up the food.

PROCEDURE (2): Ordering process

How long does this take for your payment? Several minutes

How long does the application process your order? In 5 minutes

What is your emotion while you are in the payment process? Satisfied and looking for the food

Where are you when placing the order? center Helsinki

Does the surrounding environment affect your emotion while you use the service?

Yes, for sure, for example, the weather will significantly affect to my order behavior.

PROCEDURE (3): Service

What do you usually do when waiting for the order? For WOLT I usually read newspaper or play games during waiting for the food. For RESQ, I usually start to go to the agreement place as it usually far from where I live.

How is your emotion while waiting for the order? Happy and curious

What is your emotion on these following criteria?

How is the staff attitude when give you the food? Very friendly

How long do you have to wait to get your order? From 30-40 minutes

How is the pick-up location? (Is it convenient/inconvenient for you?) For WOLT it's very convenient in Helsinki, for RESQ, sometimes it's not but mostly acceptable and easy to reach

What do you think about the price? It's acceptable and also the main reason that I use the app

When you receive the order, how is the quality of the food? Mostly perfect

When you started to eat, how does it taste? Still hot and very tasty

4.4. New user 2 from ResQ: Student

APPROXIMATE TIMES

TIME SPENT ON APPLICATION: 30 minutes

TIME RECEIVING ORDER: 5 minutes

PERSONAL

Occupation: Student

Age:21

Nationality/City of residence: Japanese

PROCEDURE (1): Open the application (WOLT/RESQ)

What is your first impression about the application?

WOLT: Wolt app look attractive to me.

RESQ: My first impression for RESQ is it looks quite attractive with funny cartoon character and the app is easy to use.

What makes you use the app for food ordering? (display of the food, affordable price or any other reasons?):

One of the reasons I would like to order from RESQ app is it offers cheap price. With Wolt, I do not have to go to restaurant to take the food. Just wait at home and Wolt's staff will deliver food straight to my place.

How would you describe the application?

WOLT:

RESQ: The app is very friendly as new user like me. I can choose many ways to log in to the service

When you use the application for ordering, is it easy to navigate?

For RESQ, I think it is not easy to navigate. It does not show clearly which restaurant near my place and I have to zoom in to choose which one is suitable for my need. From my observation, one my place is far away from Helsinki where most of the RESQ's

partners located. That's why there are not many restaurants near my place and the navigate is difficult.

What is your emotion when you interact with the application interface? Before using RESQ, I thought food delivery service was very expensive. Although it is very convenient as you can stay at home and wait for the food delivered, the price for this kind of service is much higher than when going to the restaurant. In addition, I chose to visit restaurant rather than ordering food online since I want to experience the atmosphere in the restaurant. Therefore, when my friend recommended this app for me, I decided to try it and see whether it could change my thought. When I first started RESQ app, I feel very curious about the app since I have never used RESQ app before. I am very surprised when RESQ offers customers many ways to log in to the service and even I do not have to log in to see the offers. I am very delighted when RESQ offer English which not a popular thing for Finnish app. It allows me to go through the menu of the restaurant easily. In addition, I am very amazed when RESQ offer PayPal payment method.

What do you like best about the application?

WOLT

RESQ: RESQ offer different language besides Finnish, it means that it also encourages international customers to use their app. Furthermore, I like the various payment method they offer. Although the price is cheaper than others competitor, the quality is still same.

What do you hate most about the application?

WOLT

RESQ: Probably one thing I do not like about RESQ app is it does not offer home delivery since there could be sometimes I cannot come to restaurant to pick up the food. In this case, I must to choose different food ordering service although I prefer RESQ than other apps.

PROCEDURE (2): Ordering process

How long does this take for your payment? 2 minutes

How long does the application process your order? 5 minutes

What is your emotion while you are in the payment process? excited

Where are you when placing the order? Usually when I am at Helsinki center

Does the surrounding environment affect your emotion while you use the service?

Probably. For example, I happened to me once when I am at the Helsinki center and the time is rush for me. Then when it came to the process step, it took quite long which was different from usual, and I felt quite angry when the system is too slow. I was about to cancel the order. In addition, there were sometimes when it was very crowded in Helsinki and it took me a while to come to the restaurant to pick up the food. At that moment, I felt annoyed when I had to go to restaurant to pick up and even thought about changing to new service.

PROCEDURE (3): Service

What do you usually do when waiting for the order? Just walking around center, and sometimes I came to the restaurant where I ordered food from and waited there.

How is your emotion while waiting for the order? Waiting is not always a good feeling. When I am in hurry, I feel very annoyed for waiting for the order. However, if I have free time, waiting is normal thing for me. At that time, I only feel eager to enjoy the upcoming food.

What is your emotion on these following criteria?

How is the staff attitude when give you the food? The staff is friendly, and the friendliness of staff brings me comfortable and relaxed.

How long do you have to wait to get your order? It is quite fast for me (5 min) to come to pick up the order.

How is the pick-up location? (Is it convenient/inconvenient for you?): It depends because there is some restaurant where is very convenient and easy to access. On the other hand, there some restaurant from center.

What do you think about the price? The price in RESQ app is cheaper than Wolt.

When you receive the order, how is the quality of the food? The quality is still the same although the food offered in RESQ is supposed to be wasted.

When you started to eat, how does it taste? It tastes good and very worthy for the price.

4.5. Moderate user 1 from Wolt: Data analyst

APPROXIMATE TIMES

TIME SPENT ON APPLICATION 30 min

TIME RECEIVING ORDER 30 min

PERSONAL

Occupation: DataAnalyst

Age:26

Nationality/City of residence: Vietnam/Helsinki

PROCEDURE (1): Open the application (WOLT/RESQ)

What is your first impression about the application?

WOLT: Wolt is friendly-user and the color as well as the interface of application bring the feeling of convenience and simplicity.

RESQ

What makes you use the app for food ordering? (display of the food, affordable price or any other reasons?)

First of all are the promotions leading to cheaper price comparing to other food delivery services

How would you describe the application?

The application is easy-to-use, and the ordering process is smooth and seamless.

When you use the application for ordering, is it easy to navigate?

Yes, it is

What is your emotion when you interact with the application interface?

What do you like best about the application?

WOLT: Even though it shows the flexibility and modernity of technology, Wolt does not make me feel it as a food application.

What do you hate most about the application?

WOLT

RESQ

PROCEDURE (2): Ordering process

How long does this take for your payment? 2 minutes

How long does the application process your order?

30 second in average

What is your emotion while you are in the payment process?

Payment flow is quick smooth

Where are you when placing the order? Home

Does the surrounding environment affect your emotion while you use the service?

Not really

PROCEDURE (3): Service

What do you usually do when waiting for the order? Watching movie

How is your emotion while waiting for the order? Excited

What is your emotion on these following criteria?

How is the staff attitude when give you the food? Friendly most of times

How long do you have to wait to get your order? 30 minutes depending on the location of restaurant

How is the pick-up location? (Is it convenient/inconvenient for you?) Yes

What do you think about the price? Acceptable

When you receive the order, how is the quality of the food? Quite good most of time

When you started to eat, how does it taste? Not good as when I eat in the restaurant, but it is ok

4.6. Moderate user 2 from Wolt: Student

APPROXIMATE TIMES

TIME SPENT ON APPLICATION 10 min

TIME RECEIVING ORDER 30 min

PERSONAL

Occupation Student

Age 26

Nationality/City of residence Slovenia

PROCEDURE (1): Open the application (WOLT/RESQ)

What is your first impression about the application? EASY TO USE

What makes you use the app for food ordering? (display of the food, affordable price or any other reasons?) When being with friend, when cooking and time is crucial, then we order online

How would you describe the application?

WOLT Easy to use

RESQ I have never used it

When you use the application for ordering, is it easy to navigate? yes

What is your emotion when you interact with the application interface? Not sure

What do you like best about the application?

WOLT has a lot of different restaurants in service

RESQ I have never used

What do you hate most about the application?

WOLT Nothing really

RESQ Never used

PROCEDURE (2): Ordering process

How long does this take for your payment? All together with deciding, ordering and paying probably takes around 10 min

How long does the application process your order?

What is your emotion while you are in the payment process? Usually I'm just hungry and wanting my food as soon as possible.

Where are you when placing the order? Of course, in some apartment or house
Does the surrounding environment affect your emotion while you use the service? Not sure, have not used it so many times though.

PROCEDURE (3): Service

What do you usually do when waiting for the order? Hanging with friends

How is your emotion while waiting for the order? Well hungry for food =)

What is your emotion on these following criteria?

How is the staff attitude when give you the food? Good

How long do you have to wait to get your order? About 30 mins

How is the pick-up location? (Is it convenient/inconvenient for you?) always delivered where we want

What do you think about the price? You can choose the food yourself, so the price is okay

When you receive the order, how is the quality of the food? Well sometimes the food is a bit damaged or colder than freshly served, but that is what you get with food deliveries.

When you started to eat, how does it taste? Usually I'm satisfied with what I order, of course if you know what you want, then there is no bad tastes :D.

4.7. Moderate user 1 from ResQ: Student

APPROXIMATE TIMES

TIME SPENT ON APPLICATION 20 min

TIME RECEIVING ORDER 10 min

PERSONAL

Occupation Student

Age 22

Nationality/City of residence Finnish/Helsinki

PROCEDURE (1): Open the application (WOLT/RESQ)

What is your first impression about the application?

WOLT

RESQ simple color but easy to use with clear instruction when you installed it for the first time which makes me feel calm and comfortable.

What makes you use the app for food ordering? (display of the food, affordable price or any other reasons?)

How would you describe the application?

WOLT

RESQ It is simple and not really attractive. I just use the application for about 2-3 times a month and sometimes I feel bored with it.

When you use the application for ordering, is it easy to navigate? Yes

What is your emotion when you interact with the application interface? Calm and comfortable

What do you like best about the application?

WOLT

RESQ Maybe its simplicity

What do you hate most about the application?

WOLT

RESQ Too simple, not attractive

PROCEDURE (2): Ordering process

How long does this take for your payment? 5 min

How long does the application process your order? 5 min

What is your emotion while you are in the payment process? Excited

Where are you when placing the order? Library

Does the surrounding environment affect your emotion while you use the service?

Well, in library, most of students there, some might be sleepy, some might concentrate on their studies, so for me, it does affect me a lot

PROCEDURE (3): Service

What do you usually do when waiting for the order? Doing assignments

How is your emotion while waiting for the order? Well hungry and sometimes kind of annoyed, annoyed I mean because I have to wait for food while hungry, not that negative side.

What is your emotion on these following criteria?

How is the staff attitude when give you the food? Friendly

How long do you have to wait to get your order? 10 min

How is the pick-up location? (Is it convenient/inconvenient for you?) Convenient since I always choose the nearest with my location.

What do you think about the price? Affordable

When you receive the order, how is the quality of the food? Well packed and it is still hot.

When you started to eat, how does it taste? Happy with my choice. The food tastes good and exactly what I usually eat at the restaurant.

4.8. Moderate user 2 from ResQ: Waitress

APPROXIMATE TIMES

TIME SPENT ON APPLICATION 20 min

TIME RECEIVING ORDER 15 min

PERSONAL

Occupation waitress

Age 35

Nationality/City of residence Finnish/Helsinki

PROCEDURE (1): Open the application (WOLT/RESQ)

What is your first impression about the application?

WOLT

RESQ nothing special

What makes you use the app for food ordering? (display of the food, affordable price or any other reasons?) I am lazy to cook because I live alone, so usually, I order after lunch time to have something in my stomach before heading to work.

How would you describe the application?

WOLT

RESQ too simple and I don't have any impression.

When you use the application for ordering, is it easy to navigate? Of course

What is your emotion when you interact with the application interface? Just feel so relax

What do you like best about the application?

WOLT

RESQ Calm background

What do you hate most about the application?

WOLT

RESQ Nothing at all

PROCEDURE (2): Ordering process

How long does this take for your payment? Let's say 5 min

How long does the application process your order? I think about 5 min

What is your emotion while you are in the payment process? Still relax and calm

Where are you when placing the order? In my apartment

Does the surrounding environment affect your emotion while you use the service?

My place is quiet, so I don't think it affects my emotion, except whenever I feel really really hungry then maybe I'm a little bit bad

PROCEDURE (3): Service

What do you usually do when waiting for the order? Watching TV

How is your emotion while waiting for the order? Relax

What is your emotion on these following criteria?

How is the staff attitude when give you the food? Well always nice with smiles on face.

How long do you have to wait to get your order? About 15 min

How is the pick-up location? (Is it convenient/inconvenient for you?) quite far for me so usually I go by bike to the pick-up place.

What do you think about the price? OK for me since I know what I usually eat, and the price is there. Sometimes, I try new food, a little more money but still satisfied my hunger.

When you receive the order, how is the quality of the food? Wonderful as always

When you started to eat, how does it taste? I have to ride fast home, to ensure it is good or I can put back in microwave, then the food is ready and good.

4.9. Frequent user 1 from Wolt: Driver

APPROXIMATE TIMES

TIME SPENT ON APPLICATION: 30 minutes

TIME RECEIVING ORDER: 30 minutes – 1 hour

PERSONAL

Occupation: Driver

Age: 25

Nationality/City of residence: Helsinki

PROCEDURE (1): Open the application (WOLT/RESQ)

What is your first impression about the application?

WOLT: Easy to install, fast to access

RESQ: The green color of background

What makes you use the app for food ordering? (display of the food, affordable price or any other reasons?) sometimes because I am lazy to make any food at that moment, sometimes because affordable price.

How would you describe the application?

WOLT: simple interface and easy to use

RESQ: very green

1. **When you use the application for ordering, is it easy to navigate?**
2. **What is your emotion when you interact with the application interface?**
3. **What do you like best about the application?**

WOLT

1. Yes but only when my internet connection is good enough, otherwise trying to navigate with map on app would take time
2. Hungry, because food pictures are everywhere.
3. Good order of tab, discovery => delivery => Pickup

RESQ:

1. same as WOLT.
2. cool, because of green is dominant color.
3. it makes me feel like a handy man.

What do you hate most about the application?

WOLT: the welcome screen takes longer time than RESQ

RESQ: everything is fine.

PROCEDURE (2): Ordering process

How long does this take for your payment? fast

How long does the application process your order? Sometimes fast, sometimes slow

What is your emotion while you are in the payment process?

Happy because when I choose to pay, it means that I get a good offer.

Where are you when placing the order? Mostly at home, sometimes on the way to come home.

Does the surrounding environment affect your emotion while you use the service?

More or less

PROCEDURE (3): Service

What do you usually do when waiting for the order? Surfing the internet or taking a bath.

How is your emotion while waiting for the order? Excited and curious.

What is your emotion on these following criteria?**How is the staff attitude when give you the food?**

Friendly, but sometimes they just give the food and leave right away without saying anything. I can understand this because it usually happens in rush hours.

How long do you have to wait to get your order? 30 minutes - 1 hours, depending on distance.

How is the pick-up location? (Is it convenient/inconvenient for you?)

I always choose the pick-up location nearest to my home, so I feel pleased and convenient to pick up

What do you think about the price? Not really cheap for me, but in a fair perspective, this price is low in Finland.

When you receive the order, how is the quality of the food? Until now, every order is in good condition, I feel satisfied with everything.

When you started to eat, how does it taste? Usually, the taste is good because I choose the food I know so I feel happy with them. However, sometimes I want to try new food and the taste is not as expected, little disappointed

4.10. Frequent user 2 from Wolt: Kitchen assistant

APPROXIMATE TIMES

TIME SPENT ON APPLICATION 15 min

TIME RECEIVING ORDER 5 min

PERSONAL

Occupation kitchen assistant

Age 26

Nationality/City of residence Korea/Helsinki

PROCEDURE (1): Open the application (WOLT/RESQ)

What is your first impression about the application?

WOLT it is quite catchy and with clear guidance on how to use the app. It is a friendly-user app. The color as well as the interface of application bring the feeling of convenience and simplicity.

RESQ simple color and not really attractive

What makes you use the app for food ordering? (display of the food, affordable price or any other reasons?) it is interesting to have an experience in ordering food and of course, I am hungry

How would you describe the application?

WOLT blue background with so many categories of food and origin of the food so it is quite confused to pick which kind of food you want to eat. However, because it has many categories and recommendation for example most popular or nearby restaurants, so that it will open up your decision.

RESQ light mint background makes me feel calm and I thought it would be nice to choose but the display of food is not that much attractive

When you use the application for ordering, is it easy to navigate? For Wolt it seems to be a little bit complicated.

For ResQ it is quite easy to choose and order because you don't have so much attractive display of color.

What is your emotion when you interact with the application interface?

For Wolt, I feel excited and easy to experience with the application. It is so attractive.

For ResQ, I feel bored because it does not bring much attraction to me.

What do you like best about the application?

WOLT display of the food and the notification of the order status. It has translation from Finnish to English, so it makes me feel happy to make decision

RESQ not so many distractions with the number available and easier to proceed the order

What do you hate most about the application?

WOLT the price is high for shipping, even though it depends on the number of orders, but the average shipping price is 5 euros. For example, you order a meal with 10euros, plus 5euros shipping then it becomes so expensive

RESQ only in Finnish, does not have translation so it makes me feel frustrated and little bit disappointed to make the translation to English.

PROCEDURE (2): Ordering process

How long does this take for your payment? 2 mins in both application

How long does the application process your order? 5 mins in Wolt and ResQ. Wolt has ordering process very smooth and seamless

What is your emotion while you are in the payment process? I feel excited and happy because you are waiting for the food coming

Where are you when placing the order? I live in the area where Wolt and ResQ are not available so usually if I want to order, I will be at the city center before I decided to order.

Does the surrounding environment affect your emotion while you use the service?

Yeah, of course, for example what people are eating or what kind of restaurant nearby my location. These will affect what I am going to order

PROCEDURE (3): Service

What do you usually do when waiting for the order? Visit Instagram/chatting with my friend, just to kill time or sometimes check the order status

How is your emotion while waiting for the order? I feel excited but if it takes longer then I feel bored.

What is your emotion on these following criteria?

How is the staff attitude when give you the food? I feel so happy and delighted because usually deliver man is quite friendly

How long do you have to wait to get your order? Usually it takes me about 5-10 mins, of course depending on my location. I feel happy and thrill but yeah if it takes longer then I feel little bit annoyed since you have to wait outside

How is the pick-up location? (Is it convenient/inconvenient for you?) I chose pickup once with Wolt and it is quite fast and I feel happy and the location is convenient. For ResQ, it is similar.

What do you think about the price? For Wolt, I feel so expensive but because it is convenient whenever I am lazy

When you receive the order, how is the quality of the food? Well, I am so glad and excited to taste it. The food is still warm if it is the hot-meal and still keep the same portion. I mean it is not moved and modified

When you started to eat, how does it taste? Of course, if you eat right away then it must be good, not that much when you eat at restaurant. But I still feel relaxed and enjoyable to taste the food. But once, I pick up from ResQ and have to sit on train and back home, then it is so tasteless and a bit of annoyed

4.11. Frequent user 1 from ResQ: Student & Personal Assistant

APPROXIMATE TIMES

TIME SPENT ON APPLICATION 2 min

TIME RECEIVING ORDER: When I go to restaurant to receive my order it usually takes no more than 2-5 minutes to get the food. But the time between making an order by ResQ and going to restaurant varies from couple of minutes to many hours depending of my day schedule. Approximately probably around half an hour.

PERSONAL

Occupation Student and a personal assistant

Age 23

Nationality/City of residence Espoo

PROCEDURE (1): Open the application (WOLT/RESQ)

All my answers are about ResQ

What is your first impression about the application? A lot of food nearby, looks nice

WOLT

RESQ

What makes you use the app for food ordering? (display of the food, affordable price or any other reasons?) Affordable price, good quality of food, easy to use, no need to wait for food in restaurant because the food is already ready, ecological reasons

How would you describe the application? It is a easy way to get good quality food with cheaper

prices than normally in restaurants

WOLT

RESQ

When you use the application for ordering, is it easy to navigate? Yes

What is your emotion when you interact with the application interface? I'm hungry and a bit tired.

What do you like best about the application? It is ecological (the meals would otherwise go to waste) and easy to use

WOLT

RESQ

What do you hate most about the application? That I don't usually know how big the meals are beforehand and if they are worth of money

WOLT

RESQ

PROCEDURE (2): Ordering process

How long does this take for your payment? Around 3 seconds

How long does the application process your order? Around 1 second

What is your emotion while you are in the payment process? Just feeling hungry and tired, otherwise happy.

Where are you when placing the order? University campus

Does the surrounding environment affect your emotion while you use the service?

Not really

PROCEDURE (3): Service

What do you usually do when waiting for the order? I just look around in the restaurant or stare at my phone

How is your emotion while waiting for the order? Hungry but in a good way when I know I'm getting food very soon.

What is your emotion on these following criteria?

How is the staff attitude when give you the food? They're very friendly

How long do you have to wait to get your order? Around 3 minutes

How is the pick-up location? (Is it convenient/inconvenient for you?) It is very convenient, on the way to my home

What do you think about the price? It is a very good price considering how good the food tastes. Also the meal size is quite big

When you receive the order, how is the quality of the food? Good

When you started to eat, how does it taste? Great

4.12. Frequent user 2 from ResQ: Food worker

APPROXIMATE TIMES

TIME SPENT ON APPLICATION 15 min

TIME RECEIVING ORDER 2-3 min

ResQ case

PERSONAL

Occupation Food worker

Age 30

Nationality/City of residence Pakistan/Turku

PROCEDURE (1): Open the application (WOLT/RESQ)

What is your first impression about the application?

WOLT

Friendly, easy, catchy

RESQ

non-English translation but intuitive by map of restaurants

What makes you use the app for food ordering? (display of the food, affordable price or any other reasons?) lazy of going out WOLT
cheap food Resq

How would you describe the application?

WOLT informative

RESQ few selections, dependent on limited food offers from restaurants

When you use the application for ordering, is it easy to navigate? Yes

available restaurants with how many food portions left are marked on map

What is your emotion when you interact with the application interface?

quite bored, user interface is designed simply without many section selections such as menu list, food sort, price comparison...

What do you like best about the application?

map of restaurants are shown clearly and well-centered on the app. Restaurants with available foods for choosing are marked intuitively on map so that users could find intuitively nearest and most convenient restaurants close to their current location.

What do you hate most about the application?

poor-structured application leads the excitement of food selection to decline while interacting and non-customer reviews make user doubted of food quality and hesitated to make purchase decisions

PROCEDURE (2): Ordering process

How long does this take for your payment?

very fast. the application supports Apple Pay which allows users of Apple products to pay comfortably

How long does the application process your order? quickly

What is your emotion while you are in the payment process? I feel untroubled and

satisfied

Where are you when placing the order?

on way going home, usually in public places

Does the surrounding environment affect your emotion while you use the service?

somehow yes. Noises and distractions sometimes make me doubted to choose what kind of food.

PROCEDURE (3): Service**What do you usually do when waiting for the order?**

travelling by public transportations to the selected restaurant for picking up orders

How is your emotion while waiting for the order?

excited and long to pick them up

What is your emotion on these following criteria?

How is the staff attitude when give you the food? cheerful

How long do you have to wait to get your order? 2 or 3 minutes

How is the pick-up location? (Is it convenient/inconvenient for you?) some restaurants are far away so it is a little bit annoying

What do you think about the price? extremely affordable.

When you receive the order, how is the quality of the food?

acceptable in comparison with food served directly at the same location. I am satisfied with the food quality because of non-high demands on such foods with cheap prices.

When you started to eat, how does it taste?

good. It is somehow delicious.