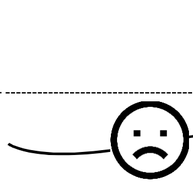
**Project Design Phase-II - Customer / User Journey Map**

Date : 07 OCTOBER 2022
Team ID : PNT2022TMID07688
Project Name : AI-powered Nutrition Analyzer for Fitness Enthusiasts
Maximum Marks : 4 Marks

| Persona | Scenario |
| --- | --- |
| Fitness enthusiast (all age group) | Due to abundant resources online about fitness, tracking nutrition will become more challenging and inaccurate. |

| | Motivation | Awareness | Registration | | Onboarding | Sharing |
| --- | --- | --- | --- | --- | --- | --- |
| User actions | To stay fit | Searches online nutrition analyser for fitness enthusiast | Registers into site | Provides some information to enchance user preference | Users needs to onboard | Recomends to friends and others to use it. |
| Touchpoints | | Clicks banner ads | Registration page<br>Login page | | Dashboard page<br>Image upload page | Customer review page<br>Feedback page |
| Emotions |  | | | | | |
| Pain points | Hard to stay motivatted | Hard to follow fitness and nutrition based diet | Lack of knowledge | | Lack of Technology | Comparing Healthy People |
| Possible Solutions | Encouraging | Ads and competitions | Sign up page with different social media accounts | | Teaching individuals | Publishing users outcomes in social media |