

## Project Design Phase-II Journey Map

|               |   |
|---------------|---|
| Date          | 14 October 2022                                       |
| Team ID       | PNT2022TMID04947                                      |
| Project Name  | AI-Powered Nutrition Analyzer For Fitness Enthusiasts |
| Maximum Marks | 4 Marks   |

## Journey Map:

# Customer experience journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interview and observations with real people rather than relying on your hunches or assumptions.

Source: J. P. Kotler & J. L. Armstrong

Product School

## Document an existing experience

Number your focus to a specific scenario or process within an existing product or service. If the focus was documented in the top bar, document someone's typical experiences, then add detail to each of the general steps.

|  | Identify  | Entice   | Enter   | Engage  | Exit  | Extend |
|--|---|--|---|---|---|--------|
| <p><b>Identify</b></p> <p>Browsing, looking, identifying, and adding a local city tour</p> <p><b>Steps</b></p> <p>What steps do people go through to complete this experience?</p> <p><b>Interactions</b></p> <p>What interactions do they have at each step along the way?</p> <ul style="list-style-type: none"> <li>People: Who they see or talk to</li> <li>Places: Where are they?</li> <li>Things: What objects, technology or places or objects impact their use?</li> </ul> <p><b>Goals &amp; motivations</b></p> <p>What goals, what is a person's motivation and what is a goal? (What's in it for them? What's the reward?)</p> <p><b>Positive moments</b></p> <p>What places, what is a person's favorite, what is a person's favorite, what is a person's favorite?</p> <p><b>Negative moments</b></p> <p>What places, what is a person's least favorite, what is a person's least favorite, what is a person's least favorite?</p> <p><b>Areas of opportunity</b></p> <p>What could be better, what could be better, what could be better, what could be better, what could be better?</p> | <p><b>Entice</b></p> <p>How does someone want to be enticed into this process?</p> <p><b>Choose the Offer</b></p> <p>What steps do people go through to complete this experience?</p> <p><b>Interactions</b></p> <p>What interactions do they have at each step along the way?</p> <p><b>Goals &amp; motivations</b></p> <p>What goals, what is a person's motivation and what is a goal? (What's in it for them? 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What's the reward?)</p> <p><b>Positive moments</b></p> <p>What places, what is a person's favorite, what is a person's favorite, what is a person's favorite?</p> <p><b>Negative moments</b></p> <p>What places, what is a person's least favorite, what is a person's least favorite, what is a person's least favorite?</p> <p><b>Areas of opportunity</b></p> <p>What could be better, what could be better, what could be better, what could be better, what could be better?</p> | <p><b>Exit</b></p> <p>What do people experience when they are in the process?</p> <p><b>Interactions</b></p> <p>What interactions do they have at each step along the way?</p> <p><b>Goals &amp; motivations</b></p> <p>What goals, what is a person's motivation and what is a goal? (What's in it for them? 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Need some inspiration?

Open example