

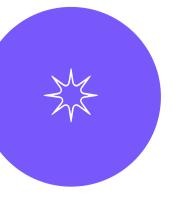
## experience journey map

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 interviews and observations with real people rather than relying on your hunches or assumptions.

Created in partnership with



Product School



## AI-POWERED NUTRITION ANALYZER FOR FITNESS ENTHUSIASTS

Scenario  Browsing, Registering, Verifying Processing, Rating	Entice  How does someone initially become aware of this process?	Enter  What do people experience as they begin the process?	Engage In the core moments in the process, what happens?	Exit  What do people typically experience as the process finishes?	Extend  What happens after the experience is over?
Steps What does the person (or group) typically experience?	Search for web application  People who are interested in fitness search for fitness based web application  Visit web application  View all the Options  People will view all the options present in the websites or web applications	Registration Email confirmation Email verification  The user registers in the web application by providing necessary details  An email is sent to the user and ask for verification  User verifies the email	Capturing image of the fruit  Check the clarity of the image and upload  Check the clarity of the image and content  After taking the image of the fruit user checks the clarity of the image and if the picture is not good they can retake the image  Check the clarity of the image of the image it will display the nutritional content in the fruit	Leave the web application  Prompt for review  After knowing the nutritional content user will exit the web application  After the first usage an email will be sent to the user for review rating out of 5  The user writes a review and give star rating out of 5	After the first usage a pop up will be shown to recommend the web application to others
Interactions What interactions do they have at each step along the way?  People: Who do they see or talk to?  Places: Where are they?  Things: What digital touchpoints or physical objects would they use?	Click the URL of the web application using view option	By clicking the register button user register the profile  User need to click the confirmation option in the mail  User need to click the confirmation option in the mail	Capturing the image of the fruit using capture button  User checks the image and verify weather it is clear or not  If it is clear user will upload the image  If it is not clear the user will retake and upload the image	User can exit the web application by back option  A review option is available in the mail to give review  User can write their reviews in the text box and can select the number of stars	User can share the web application using share option through the mail
Goals & motivations  At each step, what is a person's primary goal or motivation?  ("Help me" or "Help me avoid")	Help me for getting proper diet plan  Give the exact nutritional content present in the fruit	Help me to remind that I want to know the food before eating	Help me to get correct value of nutritional value present in the fruit  Help me feel good about this web application to recommend for others  Give the efficient web application to recommend for others	Help me leave the word about a good web application with good feelings  Help me spread the word about a good web application and good feedback	Help me see what I have done before  Help me see what I could be doing next  Help me see ways to enhance my new diet
Positive moments  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	This web application is user friendly  Beginners can easily navigate  The user interface is very simple	Simple registration process	The web application is so good  It is very efficient processing	Customer will leave the web application with good impression  They feel great while leaving the web application	We think people like these recommendations because they have an extremely high engagement rate
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	More adds in the web application		People find it difficult to capture the image of the fruit everyday  Sometime the user forget to capture the image of the fruit	People describe leaving a review as an arduous process  We have very low review rates  We have very low review rates	
Areas of opportunity  How might we make each step better? What ideas do we have?  What have others suggested?	By giving adds in popular sites can bring the user  Initially providing a free access can give more customer rate	Giving guided video helps the user		Giving review pop ups with reward is good	Sending greetings daily to the user helps the customers satisfaction

