

AI-POWERED NUTRITION ANALYZER FOR FITNESS ENTHUSIASTS

CUSTOMER JOURNEY MAP:

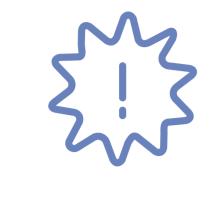
: 29 Oct 2022 Date

Project Id : PNT2022TMID08262

Project Name: Al-powered Nutrition Analyzer for Fitness Enthusiasts

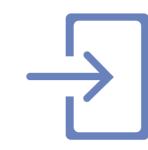
Scenario

Browsing, Registering, Verifying Processing, Rating



Entice

How does someone initially become aware of this process?



What do people experience as they

The user registers in

the web application

by providing

register the profile

An email is sent to

the user and ask for

verification



Engage

In the core moments in the process, what happens?



Exit

What do people typically experience as the process finishes?

Leave the web

application

After knowing the

nutritional content

user will exit the web



Extend

Recommendation

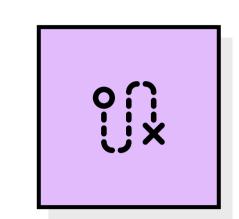
After the first usage a

pop up will be shown to

recommend the web

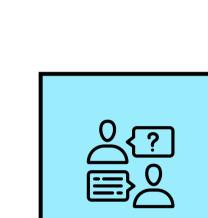
application to others

What happens after the experience is over?



Steps

What does the person (or group) typically experience?



Interactions

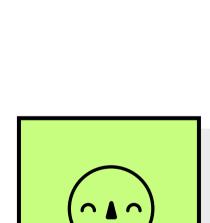
What interactions do they have at each step along the way?

- People: Who do they see or talk to?
- Places: Where are they?
- Things: What digital touchpoints or physical objects would they use?



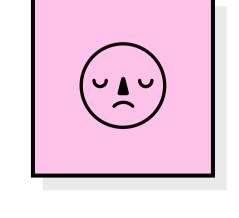
Goals & motivations

At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

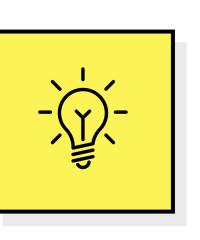


Positive moments

find enjoyable, productive, fun, motivating, delightful, or exciting?



find frustrating, confusing, angering, costly, or time-consuming?



Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?



Search for web

People who are

search for fitness

based web application

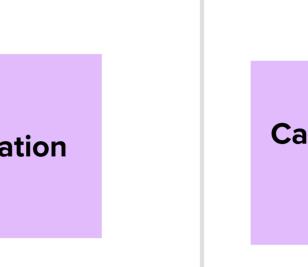
Click the URL of the

web application



Enter

begin the process?



User verifies the

User need to click

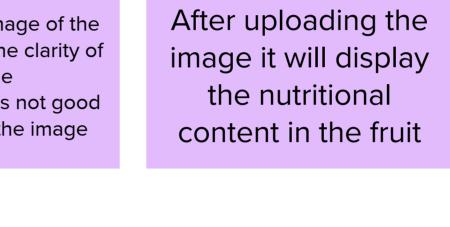
the confirmation

option in the mail

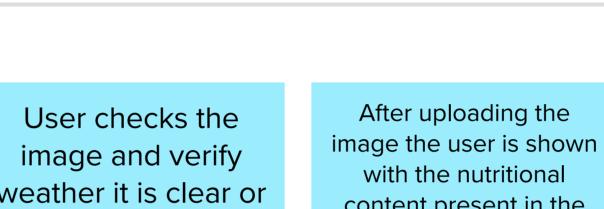


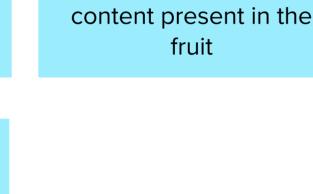
Capturing the image of the fruit using





Gets the nutritional





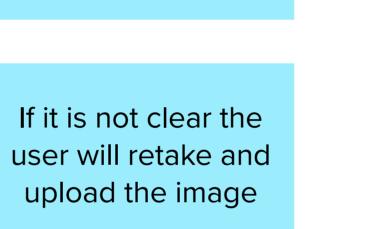
Give the efficient

recommend for

Very quick in

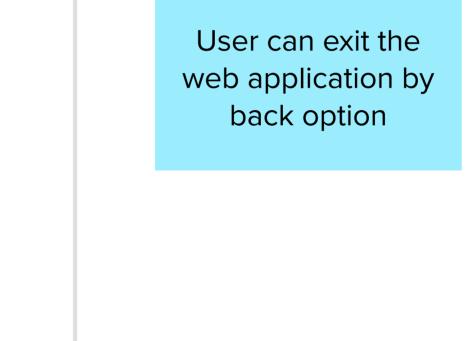
processing

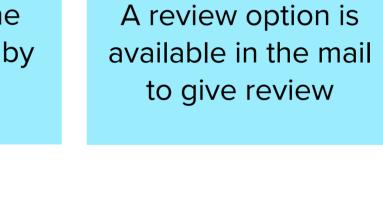
others

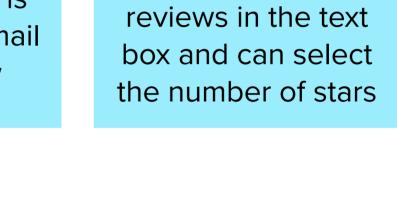


If it is clear user wil

upload the image



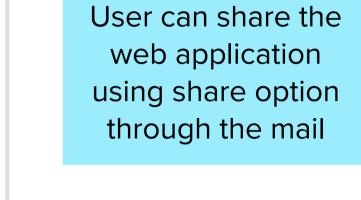


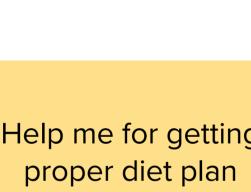


Writing and

The user writes a

review and give star





This web application

is user friendly

Give the exact nutritional content present in the fruit

eginners can easily

Visit web application

They will visit the

View plans of the

web application

using view option

View all the Options

People will view all

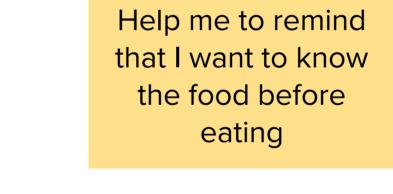
the options present

in the websites or

web applications

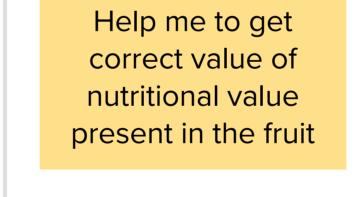
The user interface is

very simple



Simple registration

process

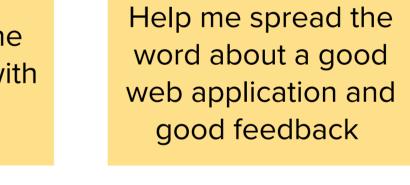


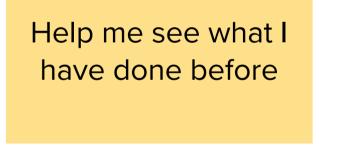
is so good



It is very efficient







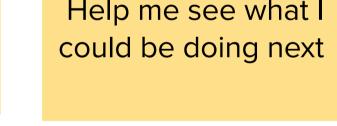
We think people like

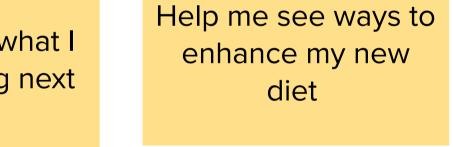
these recommendation

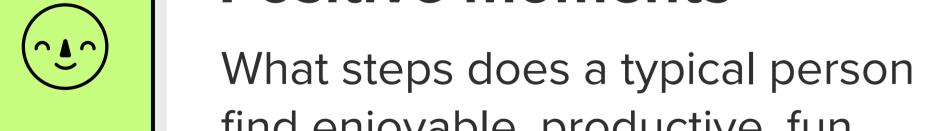
because they have an

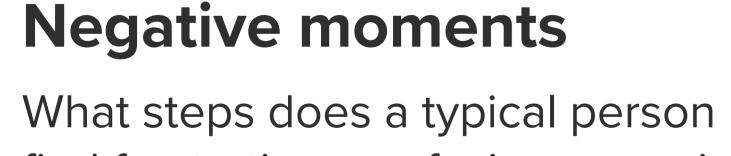
extremely high

engagement rate

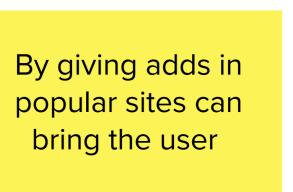




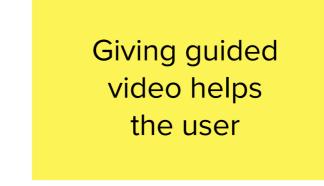


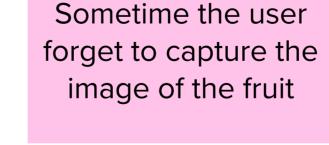


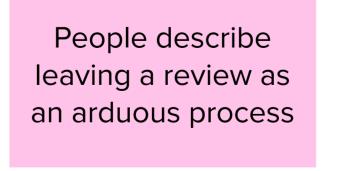
More adds in the web application



free access can give more customer rate







the web application

with good

impression



They feel great while

leaving the web

application

