



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

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AI-powered Nutrition Analyzer for Fitness Enthusiasts

TEAM ID : PNT2022TMID04889

<div>SCENARIO</div> <div>Identifying the food item(fruit),identifying the nutritional content present in it. Displaying it to the user</div>	<div>Entice</div> <div>How does someone initially become aware of this process?</div>	<div>Enter</div> <div>What do people experience as they begin the process?</div>	<div>Engage</div> <div>In the core moments in the process, what happens?</div>	<div>Exit</div> <div>What do people typically experience as the process finishes?</div>	<div>Extend</div> <div>What happens after the experience is over?</div>
<div>Steps</div> <div>What does the person (or group) typically experience?</div>	<div>KNOWLEDGE</div> <div>User can acquire knowledge about the food items</div> <div>LEARNING</div> <div>Acquiring knowledge helps them to make better decisions</div> <div>Browse food item's nutrition</div> <div>User wants to stay healthy and fit</div>	<div>Tips related to fitness</div> <div>User need to take a a image of what the eat</div> <div>Knowledge about the nutrition intake</div> <div>The app will classify the image</div>	<div>The user get a clear idea about food diet</div> <div>Every information will be clearly displayed to the user</div>	<div>HEALTH IMPROVEMENT</div> <div>Improvement in diet plan</div> <div>Progress</div> <div>Being young , energetic and confident</div>	<div>Recommend friends process to make use of the website</div> <div>Personalized offer for regular assessment</div>
<div>Interactions</div> <div>What interactions do they have at each step along the way?</div> <div>■ People: Who do they see or talk to?</div> <div>■ Places: Where are they?</div> <div>■ Things: What digital touchpoints or physical objects would they use?</div>	<div>User will be able to view their progress</div> <div>The apps can be accessed through PCs, laptops, Mobile Phones etc</div>	<div>Provides information</div> <div>Dashboard page</div>	<div>Most common objects people interact with food related items</div> <div>The customer looks for the group or guide, often from a distance as they walk closer</div>	<div>"Leave a review" modal window within the profile on the website, IOS app, or Android app</div>	
<div>Goals & motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div>Helps the user to stay fit and healthy</div> <div>Helps to see what to eat</div> <div>The main motive is to avoid the intake of unhealthy food</div>	<div>Help me commit to Diet schedule.</div> <div>Help me feel confident about my body</div> <div>Help me make sure I don't forget about my daily schedule</div>	<div>Help me feel good about my decision</div> <div>Help me to have the food with good feelings and no awkwardness</div>	<div>Help me not to feel lethargic</div> <div>We overcome the drawback and create new projects</div>	
<div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>Gives information about the fruit that helps the user to improve his health</div>	<div>Following diet chart is very bare- bones and simple</div>	<div>Our guides tend to be so good that people are reassured when they eat healthy</div>	<div>We learn lot of new food habits</div> <div>People generally wake-up feeling refreshed and inspired</div>	
<div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>User gets frustrated when he is unaware of the calorie and nutritional content</div>	<div>They will surely miss their most likely food</div>	<div>Sometimes people neglect their health</div>	<div>We cant spend more money for longtime</div> <div>People are unclear whether a tip is necessary, especially for senior citizens</div>	
<div>Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div>	<div>Increases the information given to the user</div>		<div>The common health issues like high blood pressure, Obesity and diabetes will get reduced</div>	<div>Maintain a healthy diet to free from various diseases</div> <div>Be energetic and young always which makes you feel happy</div>	