






Project Design Phase-II

Customer Journey Map

Date	27 October 2022
Team ID	PNT2022TMID36873
Project Name	Project – Nutrition Analyzer for fitness Enthusiastic
Maximum Marks	4 Marks

Stage	Awareness	Consideration	Decision	Service	Loyalty
Customer Actions	View our add from websites social medias and hear about from friends.	Compare our performance with existing system and do research for improvement	Try this fitness analyser application	Receive Product Read product documentation.	Share Honest experience
Touchpoints	Modern Digital Platform, Social media	Website, word of mouth	Mobile application	Chat bot, Email	Customer reviews sites
Customer Experience	Interested, Sceptical 	Inquisitive, Excited 	Excited, Exhilarated 	Frustrated 	Satisfied 
KPIs	Take a survey on the number of people reached	Recent website visitor's	Application reach to the customer	Product reviews by the customer product success rate	Downfall rate, customer satisfaction rate
Business Goals	Create awareness to the people who are fitness enthusiastic	Take steps to increase new website visitors	Increase application reach to the customer, online services	Minimized waiting time, increased service for customers	Maintain positive reviews, increase Retention rate
Team Involved	Marketing.	App development team	Online development, customer service, digital marketing	Product success and customer satisfaction	Business development team, app development team