**Project Design Phase-II**

**Customer Journey Map**

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

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| **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  Sad face outline with solid fill |
| **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 |