AI-powered Nutrition Analyzer for Fitness Enthusiasts

TEAM ID: **PNT2022TMID05625**

TEAM LEADER: **JASWANTH SOLAI V.N (1901058)**

TEAM MEMBER: **AMRIT S (1901009)**

                      ARJUN T (1901017)

                      DHANANJAY SIVAJI (1901032)

Customer Journey

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
Actions What does the customer do? What information do they look for? What is their context?	Check the nutrition content	User can know about nutrition content anytime / Detailed view about particular food item	Uploading the image / Detailed Analysis based on the input image / Processing the input / Nutrition content of the food item is displayed	Results will be accurate / Website will be user friendly
Needs and Pains What does the customer want to achieve or avoid? *Tip: Reduce ambiguity, e.g. by using the first person narrator.*	Accuracy / It will be better if website is free of cost	Help them to browse variety of food items / Help them to know quality of food	Help them to give image input / Help them to know about analysis / Help them to see various layers in pre processing / Help them to know about various facts about food	helps to know what's next level / helps to know info matie content
Touchpoint What part of the service do they interact with?	info about nutritious food	should reveal advantages of it / show the level of intake needed	User can give more inputs / User experiences more analysis process / y various layers accurate output can be knows / Additional facts about food item	it has its own uniqueness / has more values and analyses the quality
Customer Feeling What is the customer feeling? *Tip: Use the **emoji app** to express more emotions*	🙂	😉	🤩	🥳
Backstage				
Opportunities What could we improve or introduce?	Providing various info about customer clarification.	Improve efficiency.	Image with additional values of food is given for best understanding of nutrition content.	User experiences speed and accuracy with more quality of data.
Process ownership Who is in the lead on this?	User and developer	User and developer	User and developer	User

miro