

# Project Design Phase-II

## NUTRITION ASSISTANT APPLICATION

### Customer Journey Map

Date	08 OCTOBER 2022
Team ID	PNT2022TMID32256
Project Name	Project – NUTRITION ASSISTANT APPLICATION
Maximum Marks	4 Marks

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?	MAKE CONCERT PLAN	GUIDING HEALTHIER PATH STRESSLESS WORKOUT	DECREASING VISUALLY HEALTHY HABITS	EXECUTABLE PLANS COMPLETING TIMETABLE
Needs and Pains What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>	TEMPTING JUNK FOOD RESTRICTION TO SUGARS	ALARMING AND NOTIFICATION	PERFECT TIMETABLE REGULAR HABITS	2 20 min PAINLESS EFFECTIVENESS
Touchpoint What part of the service do they interact with?	SOCIAL MEDIA	ELECTRONIC DEVICES	APPS	ELECTRONIC APPLIANCES
Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>	😬	😞	😞	😬 miro