

AI- Powered Nutrition Analyzer for fitness enthusiasts

observations

Based on ten customer interviews and
from the Fairplane Guided City Tours team

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SCENARIO

Browsing and installing a new health care

Entice

How does someone initially become aware of this process?

Enter

What do people experience as they begin the process?

Engage

In the core moments in the process, what happens?

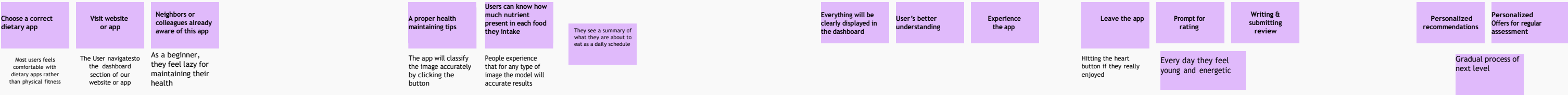
Exit

What do people typically experience as the process finishes?

Extend

What happens after the experience is over?

Steps



What does the person (or group) typically experience?

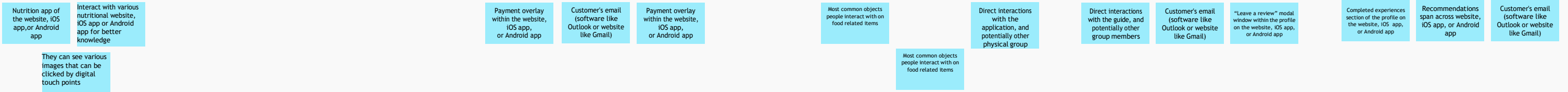
Interactions

What interactions do they have at each step along the way?

People: Who do they see or talk to?

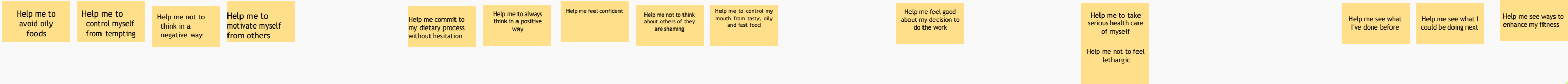
Places: Where are they?

Things: What digital touchpoints or physical objects would they use?



Goals & motivations

At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")



Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?



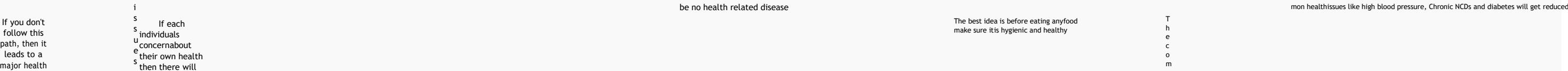
Negative moments

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?



Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?



Maintain a healthydiet to free from various diseases

How might we equip people tofollow this? (by using a proper nutrient app)

Be energetic andyoung always, which makes you feel happy(ifmaintains a proper diet)

How might we equip people to follow this? (by using a proper nutrient app)

