

# PROJECT DESIGN PHASE - II

TEAM ID	PNT2O22TMID52470
DATE	22/10/2022
PROJECT NAME	AI-powered Nutrition Analyzer for Fitness Enthusiasts
MAXIMUM MARKS	2 MARKS

## CUSTOMER JOURNEY MAP

scenario customer,who needs to stay fit at home through virtually	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, 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?	searches, researches, goes through	seeing at home, starts, begins, begins	can see, knowledge, by, through	start, the, fitness	can get, into, experience, after, fitness
Interaction What interactions do they have at each step along the way?	Ask, want to, follow, goal, motivation	Registration, of, process, happens	can't, get, past, obstacles	can't, get, past, obstacles	can't, get, past, obstacles
Goals What is a person's primary goal and experience?	help, them, to, be, fit	help, them, with, right, choices	help, them, to, get, past, obstacles	help, them, to, get, past, obstacles	help, them, to, get, past, obstacles
Customer Feelings					
Opportunities How might we make each step better? What ideas do we have? What have others suggested?	can't, get, past, obstacles	can't, get, past, obstacles	can't, get, past, obstacles	can't, get, past, obstacles	can't, get, past, obstacles
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	can't, get, past, obstacles	can't, get, past, obstacles	can't, get, past, obstacles	can't, get, past, obstacles	can't, get, past, obstacles
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	can't, get, past, obstacles	can't, get, past, obstacles	can't, get, past, obstacles	can't, get, past, obstacles	can't, get, past, obstacles