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NUTRIONAL ANALYZER

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SCENARIO

Taking a picture, Uploading, Browsing, understanding, and rating our website

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 otherssuggested?

Entice

How does someone initially becomeaware of this process?

Visit website or app	Register into best website	Neighbors or colleagues already aware of this app	Browse food items	View details about nutritious
They feel lazy to maintain a diet as a beginner	They attracted the most by the fast foods and junk foods	Most users feel comfortable with dietary apps rather than physical fitness	The customer seeks a chance to stay aware of junk foods	The customer wants stay fit and healthy

People can able to view their dashboard and content	The apps can be accessed through tablets, PC, laptops, smart phone.	Need internet connection	Technology improvement	Assurity of websi

Help me to know nutritious content of food Help me to stay fit and healthy Help me eating junk and fast foods Help me see what I have to eat Help me to stay fit and fast foods I have to eat Help me understand what I need

each food I content is teresting

Several people	People express a bit
expressed "information	of fear of
overtoad" as they	commitment atthis
browse	step
The best idea is before eating any food make sure it is hygienic and	Provide a simpler summary to avoid

Enter

What do people experience as they begin the process?

Excitement about the diet ("Here we go!")

A proper health maintain tip	They see a positive thought to stay positive	The user will know about the nutrients they intake in a day	Email reminder	They see a summary of what they eat as a daily schedule
The user needs to take a perfect image of food what they eat	Upload a image in a website and browse the image	The app will classify the image after clicking the browse button	People will experience best results from the website	It keeps remaining to drink water

Help me commit to Diet schedule	Help me get the habit to drinking water	Help me feel confident about my body	Help me feel confident that I am using a best website	Help me make sure I don't forget about my daily schedule

We've heard from several people that the reminder emails were essential, especially if register in advance	

People expressed awkwardness about finding their guide in a public place

Engage

happens?

The customer looks for the group or guide, often from a distance as they walk closer

In the core moments

in the process, what

ople expressed cwardness about ng their guide in a public place	Sometimes people think "life is once" why should I maintain my health rather than what actually I love to eat	
144 4 44		

chart itself, we have a 98%

ExitWhat do people typically experience

Th fo -1	Haalth	Wr
,,	cessfinishes?	
typically ex	kberience	

They familiar with the website	They will get the habit of following health schedule	Every day they feel young, energetic and confident
By viewing more clear picture they get more ideas	Customer's email (software like Outlook or website like Gmail)	"Leave a review" modal window within the profile on the website, iOS app, or Android app









Personalized offer for regular

We have very low review	
rates (15% of people	
review experiences)	

How might we equip people to tip follow this? (e.g., using a proper nutrient app)

People generally wake up feeling refreshed and inspired

How might we help people celebrate an remember things they

Extend

What happens after the

experience is over?