

NUTRIONAL ANALYZER

TeamID: PNT2022TMID11872

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

Claudia Larmon	Menaka Mahajan	Jerome Phillips	Alejandro Flores	Emma Sato
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SCENARIO

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

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

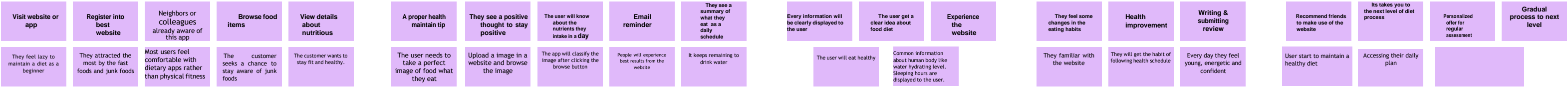
What do people typically experience as the process finishes?

Extend

What happens after the experience is over?

Steps

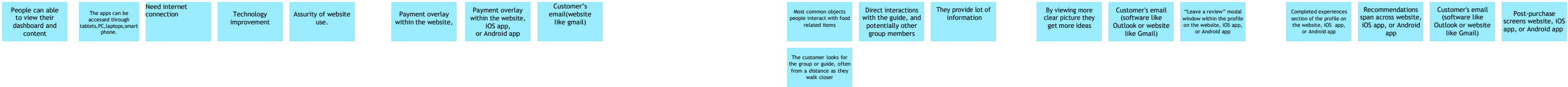
What does the person (or group) typically experience?



Interactions

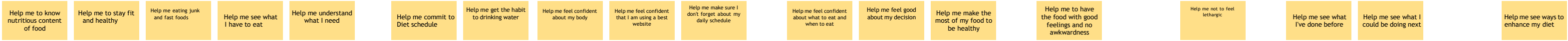
What interactions do they have at each step along the way?

- 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...")



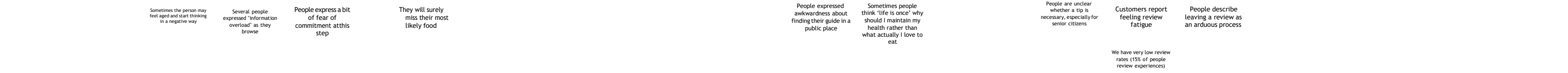
Positive moments

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?

