CUSTOMER JOURNEY MAP

Browsing, booking, **Entice Enter** Extend Engage attending, and rating a local city tour What happens after the How does someone What do people What do people In the core moments initially become aware experience is over? typically experience experience as they in the process, what of this process? as the process finishes? begin the process? happens? Once the customer Customer can View the result Steps get the calorie get the calorie Customer can view the Get the value,according to Maintain the Simple User value as soon as home page, then register What does the person (or group) the BMI,they get a diet chart they uploaded and upload the picture calorie value Interface diet chart and they typically experience? of the image. the image of the maintain the diet According to their BMI,customer can get a diet chart. plan. food. Customer can
view the calorific
value for the
uploaded food people known this environment through take a picture of
the food and
upload the photo
to know the
calorific value. people want to know the calorific value of advertisements and the food they intake social media. People interacts people will People will get Interacts with Interaction Interaction Interactions folow the good Interaction with a interface the experience with a UI result page using with a interacts Interaction nutrition value Interaction with with the decent to knowing the image with the registeration What interactions do they have at with web pages. food and they with a browsers. upload,the user running server about the food home page. page ,if they each step along the way? get the good will being engage and get the valid nutrition value server. are new user. experience. with the software. People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects would they use? Customer Please assist Customer get Customer To maintain Learn how Please help **Goals & motivations** Give me me in learning an ideas should information regularly he may feel healthier. much food he me to know the nutritional according to Assist me with suggestion Help me preserve my about his follow the regarding his consumes At each step, what is a person's the food's avoiding junk food. daily food to maintain physical wellbeing. diet plan. daily dietary intake. each day. calorie count. given. primary goal or motivation? my diet. ("Help me..." or "Help me avoid...") Customer motivated that how vital nourishment is to Customers **Positive moments** After using Customer feel more it,Customer are delighted and feel better with physic. are excited will be happy to enjoyable and What steps does a typical person excited if it's free to diet plan in their meal. nutrition value food to avoid user friendly find enjoyable, productive, fun, our physical well-being. features. use. motivating, delightful, or exciting? Customer feels unsatisfied when they get the When the calorific value of the food is incorrect, it will be helpless to the With the Some users **Negative moments** If the value is A Customer feels may confusing inaccurate inaccurate ,it value ,customer fell frustrated. upset if a application What steps does a typical person about using redirects the inaccurate value and follows improper diet. this application. charges to utilize. user's health. find frustrating, confusing, angering, user. costly, or time-consuming? Give food To provide a THe exercise Provide Areas of opportunity Offer a food Provide high calorie plan to reduce obesity. An user Balanced dairy to let Nutritional value Easy to accessibility friendly How might we make each step counter plan about low estimate. to all customer. you track food list. calorie food. estimation. better? What ideas do we have? what you eat. What have others suggested?