# Team ID: PNT2022TMID39029

SCENARIO

Browsing, booking, attending, and rating a local city tour



## **Entice**

Interaction with a web page.

How does someone initially become aware of this process?



#### Steps

What does the person (or group) typically experience?



Interation with browsers.



## Interactions

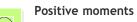
What interactions do they have at each step along the way?

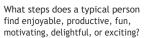
- People: Who do they see or talk to?
- Places: Where are they?
- Things: What digital touchpoints or physical objects would they use?

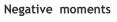


## Goals & motivations

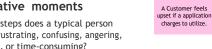
At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")







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?



# **CUSTOMER JOURNEY MAP - NUTRITION ASSISTANT APPLICATION**



### Enter

What do people experience as they begin the process?











Some users may confusing about using this application.









# Engage

In the core moments in the process, what happens?



Interacts with result page using the image upload, the user will being engage with the software.



It shows the calorific value of the uploaded picture.

Customer maintain his daily nutritonal

know the calorie value of the food



delightful to have a nutritional guideliness.



What do people typically experience as the process finishes?

Get the calorie value



# Extend

What happens after the experience is over?



Obtain information regarding his daily dietary intake.

people will folow the good nutrition value food and they get the good experience.

Learn how much food he consumes each day.

With the inaccurate value ,customer fell frustrated.

After using it,Customer are delighted and feel better with physic.

calorie food.