

# Project Design Phase - ||

## Customer Journey

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| Date         | 08 october 2022                             |
| Team ID      | PNT2022TMID39800                            |
| Project Name | AI-Powered Nutrition For Fitness Enthusiast |
| Maximum Mark | 4 Marks                                     |

| Process             | Wake-up  | Breakfast   | Work  | Work-out  | Dinner  | "Me Time"   | Sleep  |
|---------------------|--|---|---|---|---|---|--|
| Customer Goals      | <ul style="list-style-type: none"> <li>Lean about Baby's development</li> <li>Morning Yoga/stretching routine</li> </ul>   | <ul style="list-style-type: none"> <li>Healthy Breakfast</li> <li>Read news stories/trends</li> <li>Review schedule</li> </ul>  | <ul style="list-style-type: none"> <li>Find a good lunch</li> <li>Move around more frequently</li> <li>Quick reads for brain-breaks</li> </ul>                                    | <ul style="list-style-type: none"> <li>Work-out is appropriate for stage of pregnancy</li> <li>Workout is tracked accurately</li> </ul> | <ul style="list-style-type: none"> <li>Healthy Dinner for self (and family)</li> <li>View of entire day's calorie intake</li> </ul> | <ul style="list-style-type: none"> <li>Connect with Friends/Family</li> <li>Do what "I" want to do</li> </ul>                             | <ul style="list-style-type: none"> <li>Get to bed at appropriate time</li> <li>Sleep well</li> <li>Track sleep states</li> </ul> |
| Digital Touchpoints | <ul style="list-style-type: none"> <li>Phone/Alarm clock</li> <li>Pregnancy Tracking App</li> <li>Workout app/YouTube/ video exercise</li> <li>Fitness tracking app</li> </ul> | <ul style="list-style-type: none"> <li>Recipe App/Mom Blog</li> <li>Calorie Counting app</li> <li>News, SM, Reddit</li> <li>Email (BabyCenter, Café Mom)</li> <li>Calendar App</li> </ul> | <ul style="list-style-type: none"> <li>Calorie Counting app</li> <li>Phone/Fitness app/smart watch reminders</li> <li>Café Mom/Baby Center/Mom Blog website &amp; apps</li> </ul> | <ul style="list-style-type: none"> <li>Fitness tracker app</li> <li>Fitness tracker device</li> <li>Music/audio app</li> </ul>          | <ul style="list-style-type: none"> <li>Recipe App/Mom Blog</li> <li>Calorie Counting app</li> <li>Fitness app</li> </ul>            | <ul style="list-style-type: none"> <li>SM apps</li> <li>Phone/Text</li> <li>TV/Movies/Netflix</li> <li>Sometimes no technology</li> </ul> | <ul style="list-style-type: none"> <li>Sleep tracker &amp; app</li> <li>Alarm clock/phone</li> </ul>                             |
| Customer Thoughts   | I am excited to find out about my baby's development!  | I am excited for the day by getting updated for the day ahead.  | I am bombarded by information all day – how do I know what is important for me and my baby?   | Fitbit tracking is great, but how am I going to change/augment during my pregnancy?   | Why do I have to jump between apps. This is getting annoying  | I just want to relax  | I love getting a good night sleep.   |
| Emotion             | Excited, maybe still tired   | Inquisitive, searching information  | Overwhelmed, busy, stressed   | Determined, driven, maybe tired/regret  | Hungry  | Happy, relaxed  | Tired, asleep  |
| Ideas to improve    | <ul style="list-style-type: none"> <li>App displays "day plan"</li> <li>App includes mom's health &amp; baby health in 1 screen</li> </ul>                                     | <ul style="list-style-type: none"> <li>App curates news/media relevant to mom</li> <li>Allow opt for news/update notifications.</li> </ul>  | <ul style="list-style-type: none"> <li>App provides notifications on important "news" – no need to search</li> </ul>  | <ul style="list-style-type: none"> <li>App uses workout data &amp; pregnancy status to curate better workout plan</li> </ul>            | <ul style="list-style-type: none"> <li>App day plan adjusts based on daily activity &amp; events</li> </ul>                         | <ul style="list-style-type: none"> <li>App can pull in content on more than just pregnancy – nursery design, baby tech, etc.</li> </ul>   | <ul style="list-style-type: none"> <li>App should auto track sleep</li> <li>App should notify me when to go to sleep</li> </ul>  |