



Customer experience journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

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AI Powered **NUTRITIONAL ANALYZER** for Fitness Enthusiasts
Team ID: PNT2022TMD45471

TIP
As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting.

	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?
Scenario Browsing, booking, attending, and rating a local city tour					
Steps What does the person (or group) typically experience?	<div>KNOWLEDGE: They are a repeat traveler and want to see new and interesting destinations.</div> <div>LEARNING: They don't want about 1000 of destinations in a flash but want to learn about the best ones.</div> <div>REVENUE: They want to see the best of the best and have a great time.</div>	<div>A proper health maintenance tip: They want to know about the nutrients they intake and why.</div> <div>The user needs to take a perfect stage of food what they eat: They want to know the ingredients and the benefits of the food.</div>	<div>They want to get a clear idea about food diet: They want to know the ingredients and the benefits of the food.</div> <div>They want to know the ingredients and the benefits of the food: They want to know the ingredients and the benefits of the food.</div>	<div>HEALTH IMPROVEMENT: They feel some changes in their eating habits and feel improvement in their diet plan.</div> <div>Progress: Every day they feel young, energetic and confident.</div>	<div>Recommend friends process to make use of the website: They want to know the ingredients and the benefits of the food.</div> <div>Personalized offer for regular assessment: They want to know the ingredients and the benefits of the food.</div> <div>Gradual process to next level: They want to know the ingredients and the benefits of the food.</div>
Interactions What interactions do they have at each step along the way? <ul style="list-style-type: none">People: Who do they see or talk to?Places: Where are they?Things: What digital touchpoints or physical objects would they use?	<div>User will be able to share their progress and data with others.</div> <div>The app can be accessed through PC, laptop, mobile phone, etc.</div>	<div>They provide a lot of information: They want to know the ingredients and the benefits of the food.</div> <div>Online support page: They want to know the ingredients and the benefits of the food.</div>	<div>Used common and popular ingredients in their diet: They want to know the ingredients and the benefits of the food.</div> <div>The customer needs to know the ingredients and the benefits of the food: They want to know the ingredients and the benefits of the food.</div>	<div>"Leave a review" mode: They want to know the ingredients and the benefits of the food.</div> <div>on the website, iOS app, or Android app: They want to know the ingredients and the benefits of the food.</div>	
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	<div>Helps them to stay fit and healthy: They want to know the ingredients and the benefits of the food.</div> <div>Helps them to see what they eat: They want to know the ingredients and the benefits of the food.</div> <div>They want to know the ingredients and the benefits of the food: They want to know the ingredients and the benefits of the food.</div>	<div>Helps them to know the ingredients and the benefits of the food: They want to know the ingredients and the benefits of the food.</div> <div>Helps them to know the ingredients and the benefits of the food: They want to know the ingredients and the benefits of the food.</div> <div>Helps them to know the ingredients and the benefits of the food: They want to know the ingredients and the benefits of the food.</div>	<div>Helps them to know the ingredients and the benefits of the food: They want to know the ingredients and the benefits of the food.</div> <div>Helps them to know the ingredients and the benefits of the food: They want to know the ingredients and the benefits of the food.</div> <div>Helps them to know the ingredients and the benefits of the food: They want to know the ingredients and the benefits of the food.</div>	<div>Helps them to know the ingredients and the benefits of the food: They want to know the ingredients and the benefits of the food.</div> <div>Helps them to know the ingredients and the benefits of the food: They want to know the ingredients and the benefits of the food.</div> <div>Helps them to know the ingredients and the benefits of the food: They want to know the ingredients and the benefits of the food.</div>	
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<div>The app is easy to use and helps them to know the ingredients and the benefits of the food: They want to know the ingredients and the benefits of the food.</div> <div>They want to know the ingredients and the benefits of the food: They want to know the ingredients and the benefits of the food.</div>	<div>Following diet doesn't seem to be very hard and simple: They want to know the ingredients and the benefits of the food.</div>	<div>On going diet to know the ingredients and the benefits of the food: They want to know the ingredients and the benefits of the food.</div>	<div>They want to know the ingredients and the benefits of the food: They want to know the ingredients and the benefits of the food.</div> <div>They want to know the ingredients and the benefits of the food: They want to know the ingredients and the benefits of the food.</div>	
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<div>They feel disgust as they are unaware of quantity of the food habits: They want to know the ingredients and the benefits of the food.</div>	<div>They will surely miss their most likely food: They want to know the ingredients and the benefits of the food.</div>	<div>Sometimes people neglect their health rather than maintaining: They want to know the ingredients and the benefits of the food.</div>	<div>We can't spend more money for longtime: They want to know the ingredients and the benefits of the food.</div> <div>People are unclear whether a tip is necessary, especially for senior citizens: They want to know the ingredients and the benefits of the food.</div>	
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	<div>Increasing the information about various nutritious content for user benefits: They want to know the ingredients and the benefits of the food.</div>		<div>The common health issues like high blood pressure, obesity and diabetes will get reduced: They want to know the ingredients and the benefits of the food.</div>	<div>Maintain a healthy diet to free from various diseases: They want to know the ingredients and the benefits of the food.</div> <div>Be energetic and young always which makes you feel happy: They want to know the ingredients and the benefits of the food.</div>	