

## 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.

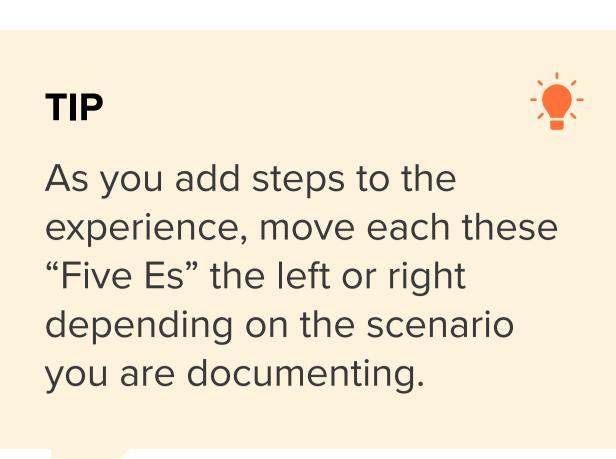
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## Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.



Analysing the nutritions present in a given food (Nutrition Assisstant Application)	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?	Checking the available features of the application  The customer visits our application with the intention to analyse the various nutrients in their food  Checking the available features of the application  The customer slowly navigates to all the section of the app and get to know the salient features of the app	Starts to use the camera to capture the image of the food  The customer begins to analyse the nutritional contents by capturing the image of the food for further processes  Customer gets enabled to input the data even from gallery or simply by choosing from the available manual  Customer gets the detailed summary of the nutrition present in the food on the screen	Carefully take pictures to upload  Quality of the picture is important for analysis, so capturing good quality image is customer's job  Getting tips from the application results  Customer can get interesting tips from the app to make the recipes a bit more healthy  Customer sets the results which are accurate and which helps them to stay healthy	Attempts to leave the app  Customers attempts to leave the app upon receiving the results  Before leaving, the app asks the customer for rating their experience and other reviews  The customer, if willing, would rate the app and write a review for it	Personalised recommendations  Personalised diet plans and routines  The customer gets frequent personalised recommendations for their better experience  The customer gets fascinating diet plans and routines in a personalised manner
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?	Nutritional analyser section of the app  Diet plans and routines section available in the dashboard  The app enables the customer to input the data in the form of image	Nutritional analyser section of the app  Diet plans and routines section available in the dashboard  Customer's email credentials for their profile completion	Customer uses the application to find the nutritional content of any food  Customer experiences the presence of various diet plans and routines  Customer experiences the presence of various diet plans and dietary measures  Customer gets protips on various dietary measures	Customer views the result on the screen  "Leave a review" page will appear on the customer's screen  "Leave a review" app and writes a review if he is willing to do so	Various recommendations will be made exclusively for the customer  Customer will receive timely emails about the diet plans available
Goals & motivations  At each step, what is a person's primary goal or motivation?  ("Help me" or "Help me avoid")	Help me to avoid obesity  Help me to avoid intake of hazardous food stuffs  Help me to follow a good diet routine	Help me to use the nutritional analyser section without much trouble  Help me to avoid fear of getting inaccurate results  Help me to input my credential without any fear of security problems	Help me to build confidence on choosing the right diet routine  Help me to feel good on my decision to eat a particular food  Help me to make use of most of the things available in the app	Help me to leave the app with some positive reaffirmations  Help me to follow a good feedback providing mechanism	Help me to see ways to enhance my new diet plans and routines  Help me to revisit what food I have previously searched for  Help me to see what new arena I could possibly try in the future
Positive moments  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	It's fun to look at options and imagine how all those works  It's reassuring to read reviews written by other users	Excitement about the results ("Here we go!")	We've heard from several people that the reminder emails were essential to fully experience the app  People love the accurate results, we have a 98% satisfaction rating	People generally leave the app with overall satisfaction and good feeling	People like looking back on their past records of diet  People like these recommendations because they have an extremely high engagement rate
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Results may be subject to some errors and discrepancies in rare cases customer may sometime upload bad quality image which might result in inaccurate results	Customer might tend to develop trust issues with the results given	Sometimes the results obtained may disappoint the customer's wish, which makes them feel dejected	Customer might find leaving a review as a time consuming process	
Areas of opportunity  How might we make each step better? What ideas do we have?  What have others suggested?	Having a follow-up mechanism  Providing a simpler summary to avoid information overload		While the analysis is being done, giving the user some quality health tips	Progressively disclosing the full review so that each step feels more simple	Making them celebrate and remember things they've done in the past  Gaining attention of the customer by displaying recommendations creatively