



Customer 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.

<div>SCENARIO</div> <div>Browsing, booking, attending, and rating a local city tour</div>	<div></div> <div>Entice</div> <div>How does someone initially become aware of this process?</div>	<div></div> <div>Enter</div> <div>What do people experience as they begin the process?</div>	<div></div> <div>Engage</div> <div>In the core moments in the process, what happens?</div>	<div></div> <div>Exit</div> <div>What do people typically experience as the process finishes?</div>	<div></div> <div>Extend</div> <div>What happens after the experience is over?</div>
<div></div> <div>Steps</div> <div>What does the person (or group) typically experience?</div>	<div>Searching for the nutrition app or websites</div> <div>Visit website or app</div> <div>Browse available features in app or website</div> <div>Peoples searching for the nutrition apps for maintaining the healthy life with web applications</div> <div>A user navigates to the nutrition website or app to check the nutrition of the food</div> <div>User browsing for the what are the features available in the nutrition website or app</div>	<div>Choose plans</div> <div>Login process</div> <div>Email confirmation</div> <div>Steps for using the application</div> <div>Users can choose their suitable plans their choice</div> <div>Users login into the application or website using user name as email id and password</div> <div>After login using email id the confirmation was send to the user mail</div> <div>After login into the application time for using the app how its you using the app can be given</div>	<div>Capture real time image</div> <div>Get the calories contain</div> <div>Get Ingredient of food</div> <div>Allergic alert</div> <div>Capture real time image of food to identify calories in the food for maintaining the healthy life and avoid obesity</div> <div>After recognizing the food image the calories in the food are display</div> <div>Identify the ingredient of the food image that was given</div> <div>Alert the user if the food contain any allergic ingredient with detailed information</div>	<div>Save the result</div> <div>Closing the displayed result</div> <div>Prompt for review</div> <div>Writing and submitting review</div> <div>After seeing the result of calories save it to the daily nutrition chart of the user</div> <div>After reading and saving the result close the tag go to in home page</div> <div>After using the features an mail and notification prompt the user for review</div> <div>The user write a review and give star rating up to 5 for quality and experience of the app</div>	<div>Searched details in user chart</div> <div>Personalized recommendation</div> <div>The searched food details like nutrition, ingredients along with date of use is displayed in user nutrition chart</div> <div>After experiencing our user friendly website, the customer can share information</div>
<div></div> <div>Interactions</div> <div>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>	<div>People share their experience of nutrition details given by the application</div> <div>The website will intimate the user about the nutrition based application</div> <div>Discuss with their seniors and friends about the plan</div> <div>Installing nutrition assistant app</div>	<div>Calorie counting section of the Website, IOS app, or Android app</div> <div>Calorie counting section of the Website, IOS app, or Android app</div> <div>User's email (software like Outlook or website like Gmail)</div> <div>Calorie counting section of the Website, IOS app, Android app</div> <div>Give next for each steps for using the application better</div>	<div>The camera for capture the image are in the left side of the website or app</div> <div>Calorie counting section of the Website, IOS app, or Android app</div> <div>Calorie counting section of the Website, IOS app, or Android app</div> <div>Calorie counting section of the Website, IOS app, or Android app</div> <div>The user can use camera for capturing the food image to identify the calories</div>	<div>Calorie counting section of the Website, IOS app, or Android app</div> <div>Calorie counting section of the Website, IOS app, or Android app</div> <div>User's email (software like Outlook or website like Gmail)</div> <div>Leave a review" modal window while the profile on the website, IOS app, or Android app</div>	<div>User profile section of the Website, IOS app or Android app</div> <div>Recommendations sign across website, IOS app, or Android app</div> <div>If other users interact with this process, they will see the daily Nutrition char of the user also</div>
<div></div> <div>Goals & motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div>Helps to achieve the user goal</div> <div>Help me have to learn new things on their food</div> <div>To improves the positive thoughts and energy</div>	<div>A satisfaction of using a better and optimized plan</div> <div>Flexible support for application</div> <div>24*7 support</div> <div>Help me see what I could be doing next</div>	<div>Help me understand what are the ingredient and calories contain in the food detail</div> <div>Help me commit to going on this healthy food journey using app</div> <div>Help me feel confident that I eat the correct healthy food</div> <div>Help me spread the word about the allergic ingredient or provide feedback for one that was not so good to eat</div>	<div>Help me eat the with good feelings and no fear</div> <div>Boost the confidence level about the health</div> <div>Help me see what I've done before</div> <div>Help to customer get solution for their problem</div>	<div>Can start the day with positive vibes</div> <div>Help me see ways of my Nutrition journey which help me to stay healthy</div>
<div></div> <div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>New start and Well developed technologies</div> <div>Feels Good to save time</div>	<div>Motivated daily and maintain daily nutrition chart</div> <div>Managing the utilization of customer time</div>	<div>Solution received at the quick response</div> <div>Help to free from allergic food and make us feel safe</div>	<div>Customized food patterns and maintain correct food chart</div> <div>People like looking back on their healthy journey</div>	<div>Healthy life style and daily routine positive thoughts.</div> <div>Improvised endurance level and provide more energy</div>
<div></div> <div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>Need Network Facility</div>	<div>User often forget which username and password they've used there.</div>	<div>Disappointed when the Recommended food image ingredient is Unavailable</div> <div>Delay response</div>	<div>Lack of Trust</div> <div>Customer get confused whether the allergic content suitable for them or not</div>	<div>Irritated getting Unwanted Notification</div>
<div></div> <div>Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div>	<div>Create Easy Customization</div> <div>Speed responding</div>	<div>Easy Login/Signup Features</div> <div>Balanced Diet pla</div> <div>Reduce waiting time</div>	<div>Keep on progressing every work and maintain</div> <div>Look what best for you and move forward to it</div> <div>Provide a simpler summary to avoid information overload</div>	<div>How might we progressively discuss the full review so that each step feels more engaged?</div> <div>Encourage them to leave a review on the app</div> <div>system failure, loss data resolving</div>	<div>To move forward to determine goals</div> <div>Motivate the user if they feel typical and depressed due to follow does not it gives fitness and healthy life.</div> <div>How might we help people create a and remember things they've done in the past?</div>