

Persona

Fitness enthusiast (all age group)

Scenario

Due to abundant resources online about fitness, tracking nutrition will become more challenging and inaccurate.

Motivation

Awareness

Registration

Onboarding

Sharing

User actions

To stay fit

Searches online  
nutrition analyser  
for fitness  
enthusiast

Registers into  
site

Provides some  
information to  
enchance user  
preference

Users needs to  
onboard

Recomends to  
friends  
and others to use it.

Touchpoints

Clicks banner ads

Registration page

Login page

Dashboard page

Image upload page

Customer review page

Feedback page

Emotions



Pain points

Hard to stay  
motivatted

Hard to follow fitness  
and nutrition based  
diet

Lack of knowledge

Lack of Technology

Comparing Healthy  
People

Possible Solutions

Encouraging

Ads and  
competitions

Sign up page with  
different social  
media accounts

Teaching  
individuals

Publishing users  
outcomes in social  
media