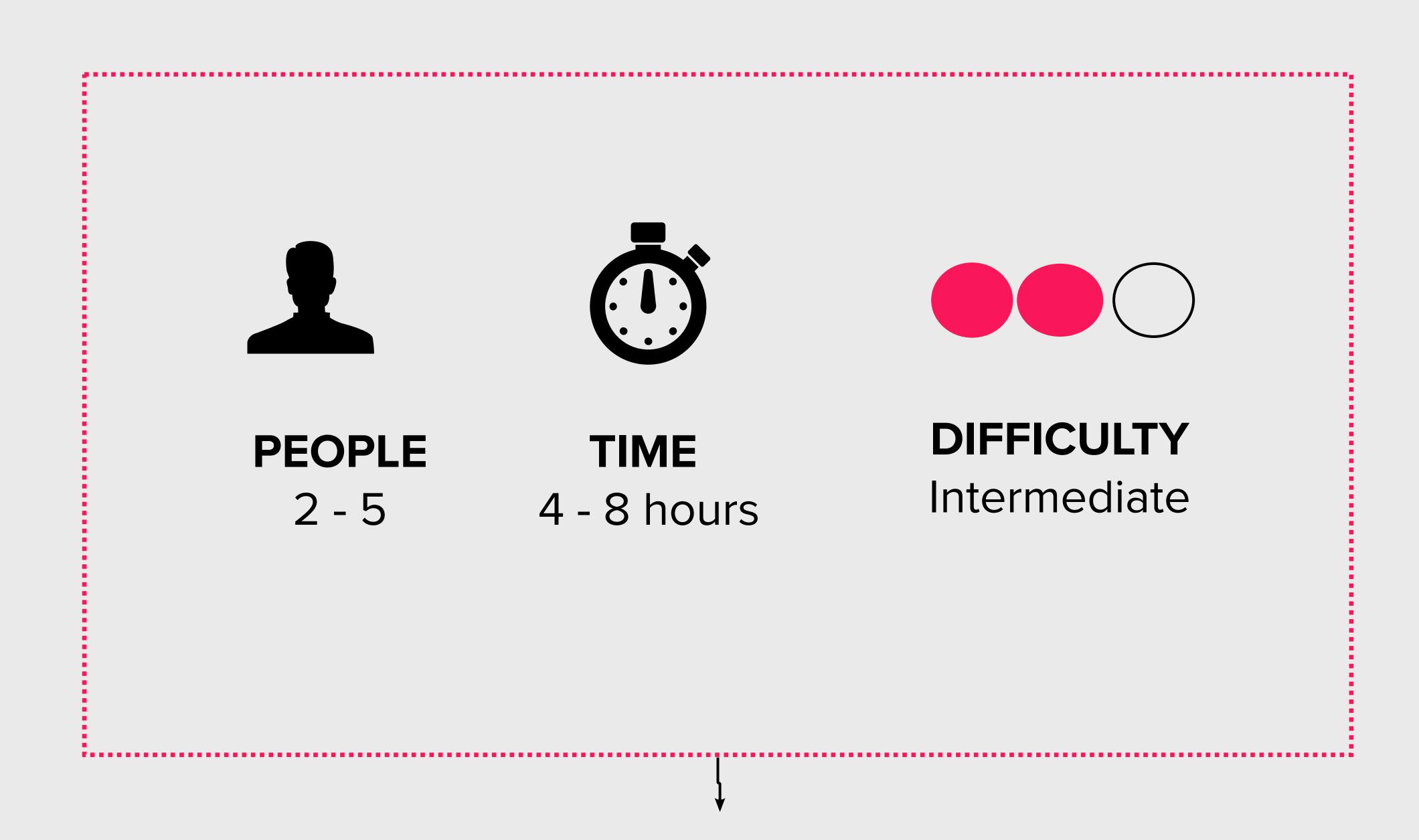
Customer Journey Map



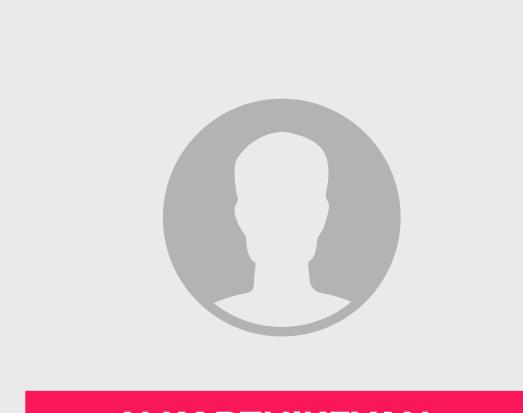
Workshop data



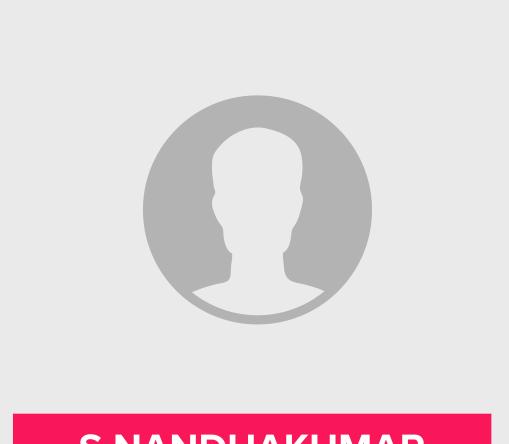
Agenda

- Visualize the **Customer** interactions touchpoints using Journey Mapping
- Identify Moments of Truth by evaluating issues and opportunities
- Prepare Needs Statements by framing Moments of Truth
- Flag the most compelling areas of focus using Visualize the Vote

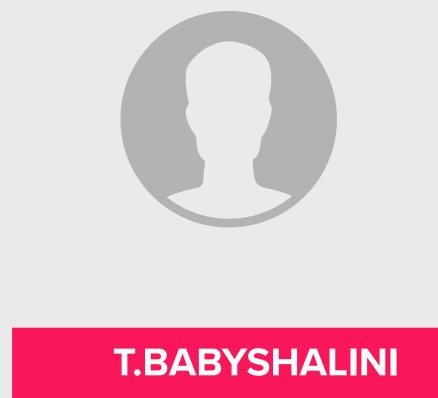
Participants











Visualize the **Customer** and interactions and touchpoints using Journey Mapping

Working as a group, map the experience of the people your company serves leveraging the customer lifecycle. Include customer behaviors, touchpoints, and attitudes/emotions.

	PHASE What are the high- level phases across the customer journey?	SKER SONGER OF TO FIT	IMAGE CAPTURE	REGONISTION OF FRUITS	4 OUTPUT
	STEPS Detailed action your user has to be performed	Choose to become fit Give up bad eating junk food and snacks Throw away junk food and snacks Make up time for physical activity	Open the application Turn on the camera Capture on image	Await application Capture more images Proud	Analyze the outcomes Make a new fitness plan
	FEELINGS What your user might be thinking and feeling at the	Exuberant High energy Inspired	Expectant Energetic Motivated	Satisfied Happy Willing	Delighted Glad Inspired
	moment	Stressed Frustrated Annoyed	No privacy If charges applied yo use Language barrier	Swamped Annoyed Discouraged	Embarrassed Unfortunate Asserted
F	Pain points Problems your useer runs into	Tiredness Getting off track Having second thoughts Making Excuses	Camera quality is poor Clarity and resolution are poor A large number of images must be captured The application has stopped responding.	Incorrect categorization It takes far too long. A scarity of resources Data overload	Inadequates data storage Personal tracking glitches Calorie count claculation error Data corruption
	Potential improvements or enchancement to the experience	Platforms that assist Expert methods for adapting to changes Friends and family assistance	The most efficient use of camera resources Enhancement to image quality User Friendly objects	An effective classification algorithm The model was trained on a large dataset Reducing redundancy used information	Improve data storage and retrival Data recovery procedure procedure calrendar Error free personal algoithm efficiency