

## 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.

Created in partnership with

Product School





## 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.

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?
Hearing of product availability  Aim to fulfil the promised result  Through friends or colleague.  Through Online Advertisement	Enter into Nutrition Assistant App  Optimized user inteface	Customer wants to take a picture of the food and upload the photo to know the attributes in it.  Customer can view the calorific value for the uploaded food image.  Customer can view the calorific value for the uploaded food get a diet chart.	Get the caloric value of the food  Customer can get the caloric value as soon as they upload the image of the food	Maintain the diet chart  Once the customer get the calorie value according to the BMI, they get a diet chart.
Interaction with website  Interaction with Chat Bot  Interaction with the nutrition API	Interaction with the home page.  Interaction with a UI Login page,if they already registered.  Interaction with a registeration page,if they are new user.	People interacts with a interface to knowing upload. The food nurition about the food nurition value newly;  Interacts with result page using the image upload. The food nurition being engage with the software.	People interacts with a server.  People will get the experience with the decent running server and get the valid result.	people will folow the good nutrition value food and they get the good experience.
Help me preserve my physical wellbeing.  Assist me with avoiding junk food.	Please help me to know the food's calorie count.  Give me suggestion to maintain my diet.	Please assist me in learning the nutritional content of each meal.  shows the calorific value of the uploaded picture.  It gives diet suggestions according to the BMI given.  Customer should his daily nutritonal follow the diet plan.  Customer should follow the diet plan.	Customer get an ideas about his daily food consumption  Obtain information regarding his daily dietary intake.	Learn how much food he consumes each day.  To maintain re he may fe healthie
Customer feel more enjoyable and excited if it's free to use.	Customers are excited about the user friendly features.	The customer will be happy to maintain delightful to have a proper diet plan in their meal.  Customer fell delightful to have a know the calorie value of the food they intake.	Customer are enjoyable to do taken the exact nutrition value food to avoid obesity.  Customer motivated that how vital nourishment is to our physical well-being.	After using it,Customer are delighted and feel better with physic.
A Customer feels upset if a application charges to utilize.	Some users may confusing about using this application.	When the calorific value of the food is inaccurate, it incorrect, it will be helpless to the user health.	Customer feels unsatisfied when they get the inaccurate value and follows improper diet.	With the inaccurate value ,customer fell frustrated.
Easy to accessibility to all customer.  Nutritional value estimate.	An user friendly interface.  Offer a food dairy to let you track what you eat.  calorie counter estimation.	Give food nutrition value image customizable meal plan for an individual  Provide Provide high nutrition food list.	The exercise plan to reduce obesity.  Balanced diet plan.	Diet chart or maintain plan regularly.  To provide feed abo calorie
	Heating of product availability  Through friends or colleague.  Interaction with website  Interaction with website  Interaction with the nutrition API  Help me preserve my physical wellbeing.  Assist me with avoiding junk food.  Customer feel more enloyable and excited if it's free to use:  A Customer feels upset if a application charges to utilize.	How does someone Initially accome aware of this process?    Main full this process?   Depth the process?	Note the same of the control of the	Note the many of the control of the