Customer Journey Map

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
Actions What does the customer do? What information do they look for? What is their context?	Check the nutrition content	Complete profile about user / User know about nutrition content any time / Detailed view about particular food	Collecting information from user what they want to know / Detailed analysis will be done based on given input / Processing the input / Nutrition content of food is displayed	Website will be accurate / Website will be user friendly
Needs and Pains What does the customer want to achieve or avoid? *Tip: Reduce ambiguity, e.g. by using the first person narrator.*	Accuracy / Better if it would be free of cost	Help them to browse variety of foods / Help them to know quality of food	Help them to give image input / Help them to know how the analysis would be / Help them to see the various layers in processing / Help them to know about more facts about food	Helps know what is the next level / Helps to know informative content
Touchpoint What part of the service do they interact with?	Information about nutritious quality food	It should reveal advantages in it / It should give medicinal properties / It should show the level of intake of particular food	User can give more inputs / User experiences more analysis process / By various layers accurate output will be generated / User experiences additional facts about food	It has its own uniqueness / It has more values and analyzes the quality
Customer Feeling What is the customer feeling? *Tip: Use the **emoji app** to express more emotions*	🙂	😉	🤩	🥹
Backstage				
Opportunities What could we improve or introduce?	Providing various information for customer clarification	Improve efficiency	Image with additional values of food is given for best understanding of nutrition content	User experiences speed and accuracy with more quality of data
Process ownership Who is in the lead on this?	User and developer	User and developer	User and administrator	User

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