

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



Nutririon Assistant Application

As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting.

Browsing, booking, attending, and rating a local city tour	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?
Steps What does the person (or group) typically experience?	Nutrirional Concern Track their Health When the person needs to get the appropriate nutrients Just to know how their body condition is and wanted to improve	People will be categorized according to their age group they give Obesity level BMI of the person is taken into account and the obesity level too	Picture of the food that you intake is clearly taken With the help of API, the food is recognized and its calorie values are calculated	Calorie Count Display At the end the calorie values will be determined and hence will say to take or not Display Nutrirional information of the food is displayed	The person uses the app effectively will be able to maintain their health Lifestyle change This helps to change the lifestyle of the person entirely
Interactions What interactions do they have at each step along the way? People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects would they use?	Public people may have a chance to speak about it While morning walk anybody may talk While morning walk anybody may talk The lifestyle	Admin will get the user details and store it in a database Users will enter the details in the application with help of the device All operations are performed virtually	User takes the picture of the meal Admin with the help of API generates the result User should possess a good quality phone User should possess	Admin will be managing the results Admin helps in displaying the content to the user User can now be able to view how much calories he is going to take as of now	User can now get a good idea in his health condition Admin now updates the users status once he exits
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Help me maintain my body's BMI level my obesity level is normal and maintain it accordingly	Enter the user details so that the calorie intake can be calculated User can have an access to camera to take the photo of the plate	Take the picture oif the meal plate The picture to be taken should be of good clarity Using Clarifai's Al-Driven Food Detection Model, we classify the input image of food	At the end, the nutritional values are calculates According to the users details, the food intake will be advised	By knowing the nutritional values that you intake, body metabolism changes Lifestyle of a person will definitely change in order to have a healthy life Many diseases can be avoided and also controlled because of this
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	You can be able to maintain your health in a regular basis If you have obesity, it can be controlled efficiently	User's details that is given will be confidential Camera access should be given	With a help of a single photo , you will be given a result with the nutritional values A single API will process the input image It does not involve any steps that is hard , just take a picture	You will get a good knowledge in what you intake It will display each and every ingredients with the nutritional value	Lifestyle change Overcome stress of balancing your body Get a healthy life
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Need a advanced machine You may have a confusion whether the system will be helpful until you use	Permission will be asked for camera when you open the app User will be asked to agree to the agreement that contains all conditons	You need a phone with very good clarity If the API does not support your OS, then this app is of no use	It does not suggest you any type of food you want to take	It may take a long days for you to see the change
			Camera can be accessed only if the permission is given everytime Amount of the ingredients can be given It can have many options like drop down box to manually enter the ingredients	Display can give you any suggestion regarding the next meal plan Update everytime the user gains or loses weight Feedback from the user can be taken into account	