





Project Design Phase - II

Customer Journey Map

Date	07 October 2022
Team ID	PNT2022TMID30138
Project Name	Nutrition Assistant Application
Maximum Marks	

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?	Starts tracking calories	Clear guidance 24/7 service Proper response	Easy to use Easy to track calories Can get reminders	Others can feel healthy Can give ratings and reviews User friendliness
Needs and Pains What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>	To reduce over weight Able to understand calories	Helps to understand nutrition Secured data Customized guidance	Well explained nutritional values Helps to plan better diet Helps to change eating habits Avoids junk food	Meets customer requirements Can achieve efficiency Can get proper answers
Touchpoint What part of the service do they interact with?	Steps and track calories	List of foods List of ingredients Can seek assistance	Provides ingredient details Exact micro and macro nutrients Gives instant response Can set calorie budget	No longer confused about nutrition Very convenient to use
Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>	😊	😊	😍	😄
Backstage				
Opportunities What could we improve or introduce?	The ability to create own dishes.	Introduce junking at proper and healthy intervals	Can provide better suggestion	Can improve feedback
Process ownership Who is in the lead on this?	 User	 User	 User and Admin	 User and Admin