






**PROJECT DESIGN PHASE II**  
**CUSTOMER JOURNEY MAP**

|               |   |
|---------------|---|
| Date          | 12 October 2022                                       |
| Team ID       | PNT2022TMID16702                                      |
| Project Name  | AI Powered Nutrition Analyzer for Fitness Enthusiasts |
| Maximum Marks | 4 Marks   |

| PHASES            | MOTIVATION  | INFORMATION GATHERING   | ANALYSES VARIOUS PRODUCTS   | CHOOSE THE MOST EFFICIENT PRODUCT   | PAYMENT   |
|-------------------|---|---|---|---|---|
| ACTIONS           | User needs the nutritional analyst if the diet plans are working out for them       | Wants to choose an efficient application for diet plan  | Available other application for the users   | Diet plan application is more efficient than following their own diet plans                     | It is a service based model and user satisfaction is important                        |
| TOUCHPOINTS       | The user gets satisfied by using the application                                    | After the application comes into use of market, the user need not be worried about their fitness and health | The user amuse by various types of product available                                | It will be more useful for society and people who are unable to keep their body fit and healthy | After find the product is worthy the government would get this application            |
| CUSTOMER FEELING  |  |                          |  |            |  |
| CUSTOMER THOUGHTS | User thinks it will be more helpful for the diet plan for maintaining the fitness   | User thinks that sometimes the diet is not working out for them   | User thinks that there will be alternate solution for their problem is available    | This application is more useful for maintaining the body fit                                    | This application is more user friendly  |
| OPPORTUNITIES     | The user will get better applications for the services of diet plan                 | The user should know about the flow or work of the application  | The user must be aware of all other diet plans available                            | The user must identify the suitable application for them  | The society will be benifitted by this diet plan application                          |