

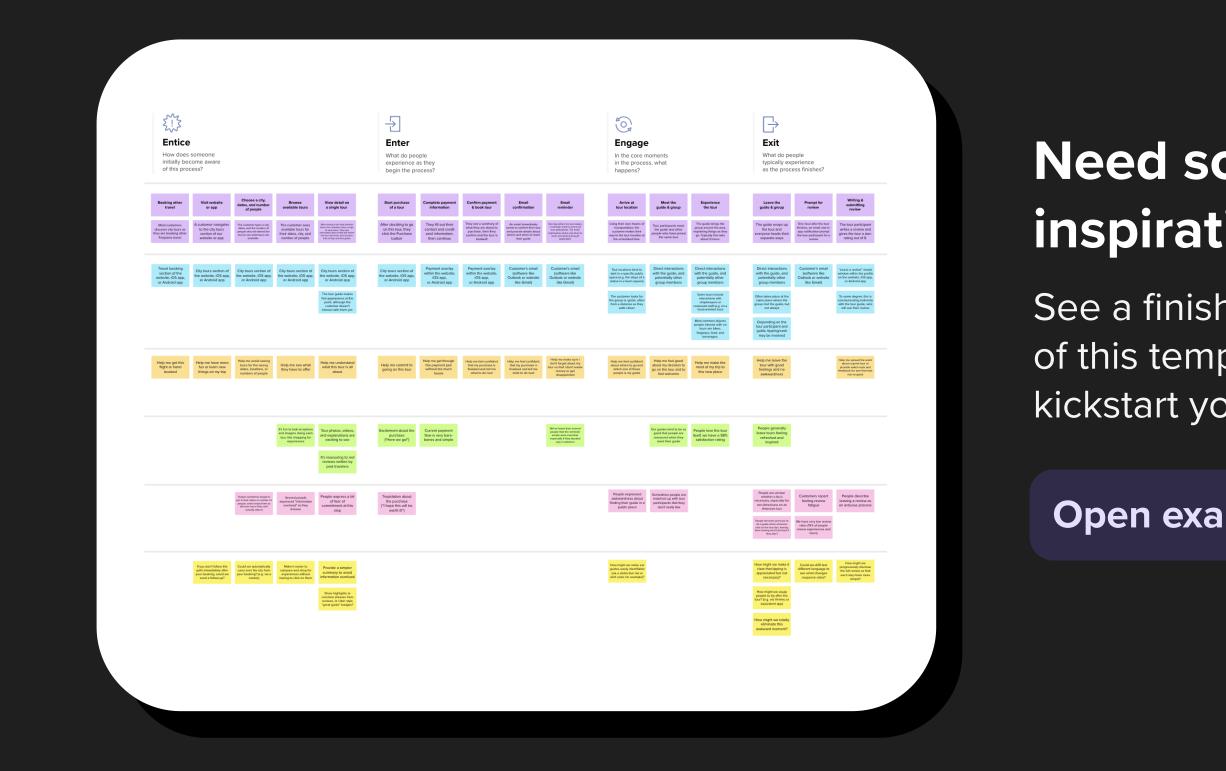
Customer experience journey map

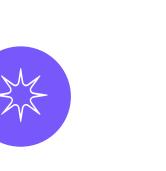
Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

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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.

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?	Keeping users' calorie counts in check Consumers can keep track of their calorie intake Consumers diet plan can be monitored on daily basis	Consumers might engage in interactive User Interface	Login with their details Upload the picture Get the results	View The calorie value	Maintaining users diet
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?	Dietician consultation Engagement with other users	Engaging with a website Interacting with login and registration page	Consumers interact with UI to know about their nutritional value Consumers feel excited to use the software	People interact with the server get appropriate result	Consumers can make use of this diet to follow a happy life
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Make my health better. Help me to have healthy meals	Provide advice on how to maintain a diet Keep updated me with proper diet chart	Assists the consumers to know the calorie count in the food Provide good diet suggestion Provide good diet suggestion	Intimate the consumer about their daliy food consumption Get information based on the daily intake	Provide suggestion to consumer about their food intake
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Consumers may feel motivated while engaging with others	Customers laud the user interface's simplicity and optimization.	Consumers feel excited to have a nutrition assistance a proper diet	Consumer get delighted if they notice a positive result on their body condition Consumers enjoy the changes in the lifestyle	Consumers feel joyful when they notice a significant change in their physiques
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Consumers feel dissatisfied if the interface is not interactive The appplication should be less cost	User interface should be simple	Consumers feel frustrated if the calorie value is not correct Consumers may feel furious and dejected if there is not any change in the health condition	Consumers get unsatisfied if they got inappropriate suggestion They feel less motivated if same recipes keep on continuing	Consumers feel furious if they did not see any changes due to incorrect suggestion
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Consumers should be able to access all the resources hassle free Less Cost	simple, intuitive interface Switching between sites in application should be easier	Suggest high nutritional diet Suggest high nutritional diet Eastimation of calories should be accurate as much as possible Nutrition information of the product should be given when the image of the product is given	Customised meal plan for every user	Provide suggestion on relatable exercises to lose weight