

SCENARIO

It lable nutrition value, calories in the loaded food item in website application

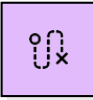

Awareness


Consideration


Engage


Exit


Extend


customer actions

See the nutrition content

Calories rate

Lable ingredients

Maintain health

Hear from friends

Signup page

Lable nutrition


Show calories

To maintain obese

Any type of food

Shows all ingredients

Feedback page


Touch Points

Social media

Banner ad

Traditional media

Simple use

Handy to use

Loading page

E-commerce site

Easy to get result

Reviews impact

Give perfect result

Instance answer

nutritio n value

dietary plan

Maintain health

Notifications

Emotions

Privacy


Interested

Curious

Relief

Considering

Not 100% of calories rate


Goals & motivations

Increase awareness

maintain health

result effortlessly

result effortlessly

Quality


Less process to sign in

More likely to see calories

Friendly service

Incentives

Instant answer


Positive moments

Safe guard

Good communication

Feedback

Quality

No disappointm ent

Instant result

easy to use

Happy

Excited

Easy to use

Trust


Negative moments

No privacy

Break down

Misaligned expectations

Language barrier

Not perfect calories rate

Not good environment

Some ingredients may not be shown

Help in emergency time

Return can be complicated

Unfriendly

Waiting

Bad food image will not respond to image

Load quality food image

Lack of ingredients show