PROJECT DESIGN PHASE – II

CUSTOMER JOURNEY MAP

Date	30 October 2022
Project Id	PNT2022TMID10679
Project Name	AI-powered Nutrition Analyzer for Fitness Enthusiasts

Customer Journey Map:

	Motivation	Awareness	Registration	Onboarding	Sharing
User	To stay healthy	Search for health tips	Register for more health tips	User onboarding	Share to friends and let them gain with health tips
Touch points		Refer ads	User registration / Login page	Dashboard / Image uploading	Review / Feedback
Emotions					
Pain points	Difficult to motivate	Difficult to follow health tips	Lack of knowledge	Lack of technology	Compare healthy and unhealthy tips
Possible solutions	Encourage to friends and others	Competitions	Share to different social media	Teaching everyone	Deliver to social media