

Project Design Phase II
(Customer Journey Map)

Team ID	PNT2022TMID23094
Date	13 October 2022
Project Title	AI- Powered nutrition analyzer and fitness enthusiast

Journey Steps	Discover & Login	Analyzing of food	Diet charts	Fitness Ideas
Actions What does the customer do? What information do they look for? What is their context?	<div>Install and register using basic details</div> <div>Login into the app</div> <div>Update the profile</div>	<div>They took the food item which they want to analyze</div> <div>Capture the food by using the camera available in the application</div> <div>Crop the picture correctly</div>	<div>They see the variety of diet charts</div> <div>They select their diet chart which is suitable for them</div> <div>Follow the diet day by day</div> <div>Complete the daily task by following</div>	<div>Task completion</div> <div>Taking a food item for fitness purpose</div> <div>Daily workouts</div>
Needs and Pains What does the customer want to achieve or avoid?	<div>They look for features of the app</div> <div>Choose the features which they want to use among all</div> <div>Avoid the unnecessary advertisements</div>	<div>They need to know the nutrients of the food</div> <div>They need to know the percentage of nutrients present in the food</div> <div>They need to know whether the food is healthy or unhealthy</div>	<div>Weight gain and loss</div> <div>To stay healthy</div> <div>They need to spend less amount for diet</div> <div>They should not feel uncomfortable to complete the task</div>	<div>They expect biceps, angular muscles, six packs etc...</div> <div>To stay fit</div> <div>They expect some nutrition powders to stay fit and energetic</div>
Touchpoint What part of the service do they interact with?	<div>They interact with the application by giving the information which is required</div>	<div>By capturing image they interact in the front</div> <div>This interaction takes place inside the food analysis category in application</div> <div>Providing personal details</div>	<div>This interaction takes place inside the diet chart category</div> <div>Front end of app</div> <div>They fill out the likes and dislikes</div> <div>Based on likes and dislikes, they will get diet charts</div>	<div>They interact while they order nutrition powders</div> <div>They will request some of the brand of</div> <div>Order tracking</div>
Customer Feeling What is the customer feeling?	<div>Easiest authentication</div> <div>👍</div>	<div>They will think now they know the details of the food</div> <div>😊</div>	<div>🍔</div> <div>🥪</div> <div>🍗</div>	<div>🏃</div> <div>🏃</div>

Journey Overview				
<div>James who is not healthy and fit</div>	<div>Login</div> → <div>Providing details and BMI is calculated</div> → <div>Food Analysis</div>	→ <div>Diet chart</div> → <div>Selection of diet chart</div> →	<div>Complete the daily tasks and update</div> → <div>Chat with a nutritionist, if there is any doubt</div> → <div>Follow the exercising tips</div> → <div>Weight calculation for three days once</div> →	<div>Intake of nutrition powders to stay energetic</div>
			<div>James becomes healthy and fit</div> ← <div>Get and use the product properly</div> ← <div>Tracking of order</div> ← <div>Ordering of nutrition powders at affordable prices</div>	