

NUTRITION-ASSISTANT APPLICATION

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Customer Journey Map



Bill Williamson

Scenario

Bill Williamson is an obese person who never walks and sits idle most of the time. He wants to check his nutrition and maintain his diet.

Expectations

- Become healthy
- Overcome his laziness
- Wants to maintain diet regularly

Decide

1. Sees his friends are healthier than him.
2. He decides to maintain his diet and his daily nutrition consumption.
3. He searches on the Internet to find an Nutrition Assistant app.

" Can I eat my favourite food? "

Consult the Tracker app

- 4.Opens the nutrition tracker application .
- 5.Enters his BMI as asked by the application.
6. Also uploads the image of the food he wants to eat.
- 7.Waits for the suggestion of the application.

" My stomach is growling "

Suggestions by the app

7. Based on the BMI , the app decides whether he wants to eat the food or not.
8. If he is unhealthy, the application suggests other foods that are healthier and so that he can maintain his diet.

" Wish it will be healthy "

Experience

7. He may feel healthier.
- 8.Gets an idea about his daily diet.
9. His data is updated in database and cloud regularly, as the tracker always monitors his daily diet.

" Finally I'm gonna eat "

