Project Design Phase-IICustomer Journey Map

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Team ID	PNT2022TMID18332
Project Name	AI-powered Nutrition Analyzer for Fitness Enthusiasts

Customer Journey Map:

| Journey Steps
Which step of the experience are you describing? | Discovery
Why do they even start the journey? | | | Registration
Why would they trust us? | | | Onboarding and First Use
How can they feel successful? | | | | Sharing
Why would they invite others? | |
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| **Actions**
What does the customer do? What information do they look for? What is their context? | Check the nutrition content | | | Complete profile about user | User know about nutrition content any time | Detailed view about particular food | Collecting information from user what they want to know | Detailed analysis will be done based on given input | Processing the input | Nutrition content of food is displayed | Website will be accurate | Website will be user friendly |
| **Needs and Pains**
What does the customer want to achieve or avoid?
Tip: Reduce ambiguity, e.g. by using the first person narrator. | Accuracy | Better if it would be free of cost | | Help them to browse variety of foods | Help them to know quality of food | | Help them to give image input | Help them to know how the analysis would be | Help them to see the various layers in processing | Help them to know about more facts about food | Helps know what is the next level | Helps to know informative content |
| **Touchpoint**
What part of the service do they interact with? | Information about nutritious quality food | | | It should reveal advantages in it | It should give medicinal properties | It should show the level of intake of particular food | User can give more inputs | User experiences more analysis process | By various layers accurate output will be generated | User experiences additional facts about food | It has its own uniqueness | It has more values and analyzes the quality |
| **Customer Feeling**
What is the customer feeling?
*Tip: Use the **emoji app** to express more emotions* | 🙂 | | | 😉 | | | 🤩 | | | | 🥹 | |
| *Backstage* | | | | | | | | | | | | |
| **Opportunities**
What could we improve or introduce? | Providing various information for customer clarification | | | Improve efficiency | | | Image with additional values of food is given for best understanding of nutrition content | | | | User experiences speed and accuracy with more quality of data | |
| **Process ownership**
Who is in the lead on this? | User and developer | | | User and developer | | | User and administrator | | | | User | |

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