Project Design Phase-II
Customer/User Journey Map

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Team ID	PNT2022TMID30185
Project Name	AI-POWERED NUTRITION ANALYZER FOR FITNESS ENTHUSIASTS
Maximum Marks	

Customer Journey Map:

Journey Steps Which step of the experience are you describing?	Details	Calculation	Suggestion	Notification
Actions What does the customer do? What information do they look for? What is their context?	Age, Height, Weight	Calorie, Protein, Fibre	weight loss, weight gain, How to maintain health	Follow schedule, Follow nutrition, Maintain water level
Needs and Pains What does the customer want to achieve or avoid? Tip: Reduce ambiguity, e.g. by using the first person narrator.	They know about their basic details, Example: Height, Weight, Age and other medical issues.	They know about their body calories, They know about their body protein, They know about their body fiber	Correct information for app, Difficult in making diet, Need correct suggestion	Notification on water level, Make a scheduled nutrition for a day
Touchpoint What part of the service do they interact with?	chat bot, Mail	Calculate daily food schedule, Maintain nutrition level according to given details	Suggestion on food maintenance	Daily notification, Based on given details
Customer Feeling What is the customer feeling? Tip: Use the emoji app to express more emotions	🙂	👍	🤝	😅
Backstage				
Opportunities What could we improve or introduce?	According to the user detail we are making	Correct calculation of		Daily notification
Process ownership Who is in the lead on this?	User	Admin	Admin	Admin