

Project Design Phase - I

CUSTOMER JOURNEY MAP

Date	02 October 2022
Team ID	PNT2022TMID45658
Project Name	AI-Powered Nutrition Analyzer For Fitness Enthusiasts
Maximum Marks	4 Marks

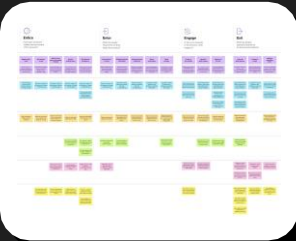


Customer experience journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

Presented in partnership with  **Product School**

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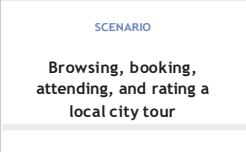











Need some inspiration?
See a finished version of this template to kickstart your work.
[Open example](#)



Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

TIP
As you add steps to the experience, move each these “Five Es” the left or right depending on the scenario you are documenting.

<div><p>SCENARIO</p><p>Browsing, booking, attending, and rating a local city tour</p></div>	<div><p>Entice</p><p>How does someone initially become aware of this process?</p></div>	<div><p>Enter</p><p>What do people experience as they begin the process?</p></div>	<div><p>Engage</p><p>In the core moments in the process, what happens?</p></div>	<div><p>Exit</p><p>What do people typically experience as the process finishes?</p></div>	<div><p>Extend</p><p>What happens after the experience is over?</p></div>
<div><p>Steps</p><p>What does the person (or group) typically experience?</p></div>	<div><div>Blogger post</div><div>In store display</div><div>Gathering information and posting it in the blog page</div><div>make people to know about this product</div></div>	<div><div>enthusiasm</div><div>healthy life</div><div>they don't have to worry about issues related to health</div><div>excited that they will stay fit</div></div>	<div><div>Everything will be clearly displayed in the dashboard</div><div>User's better understanding</div></div>	<div><div>Writing and submitting review</div><div>Hitting the like if they liked the app</div></div>	<div><div>Personalized recommendation</div><div>Gradual process of next step</div></div>
<div><p>Interactions</p><p>What interactions do they have at each step along the way?</p><ul style="list-style-type: none">■ People: Who do they see or talk to?■ Places: Where are they?■ Things: What digital touchpoints or physical objects would they use?</div>	<div><div>attract to the post and start sharing with others</div><div>Interact with various nutritional website</div></div>	<div><div>Payment overlay within the website,ios app,or android app</div><div>Interacting with the software</div></div>	<div><div>Customer's email</div><div>Customer's email</div></div>	<div><div>Leave the app</div><div>Prompt for rating</div></div>	<div><div>Completed experiences section of the profile on the website, iOS app, or Android app</div><div>Recommendations span across website, iOS app, or Android app</div></div>
<div><p>Goals & motivations</p><p>At each step, what is a person's primary goal or motivation? (“Help me...” or “Help me avoid...”)</p></div>	<div><div>help me to stay fit and healthy</div><div>help me to avoid inappropriate diet</div></div>	<div><div>Helps to commit dietary process without hesitation</div><div>Helps to feel confident</div></div>	<div><div>Helps to feel confident</div><div>Helps to always think in a positive way</div></div>	<div><div>Direct interactions with the guide and potentially from other group members</div><div>Customer's email</div></div>	<div><div>People like looking for other customers feedback</div><div>People uses other users review for analysis</div></div>
<div><p>Positive moments</p><p>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p></div>	<div><div>It's fun to look at option and imagine doing process like burning calories</div><div>motivating themselves to follow nutritional food pattern</div></div>	<div><div>Excitement about the regular heating habit</div><div>Excitement about the regular eating habits</div></div>	<div><div>It controls one from tasty , oily and fast foods</div><div>Helps to maintain the diet throughout the process</div></div>	<div><div>Helps to take serious care of health</div><div>Helps to not feel lethargic</div></div>	<div><div>It allows user to see the previous process</div><div>It helps to see ways to enhance user's fitness</div></div>
<div><p>Negative moments</p><p>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</p></div>	<div><div>They will surely miss their most liked food</div></div>	<div><div>Trustworthy is the major drawback in the user point of view</div></div>	<div><div>People express awkwardness about the older eating habits</div></div>	<div><div>People think it is a waste of time</div></div>	<div><div>People feel pressure at some point of time</div></div>
<div><p>Areas of opportunity</p><p>How might we make each step better? What ideas do we have? What have others suggested?</p></div>	<div><div>If you dont follow this path,it surely leads to health issues</div><div>If each person has concern over their health,then it wont lead to any health related issues</div></div>	<div><div>The best idea is before eating any food make sure the food is healthy and hygenic</div><div>Keep portion sizes of food to a reasonable and recommended amount</div></div>	<div><div>How might we equip people to follow this,by using a proper nutrient app</div><div>You can improve your health by keeping a balanced diet</div></div>	<div><div>The common health issues are reduced</div><div>Maintain a healthy diet to free from various disease</div></div>	<div><div>Be energetic and young</div><div>How might we help people celebrate and remember things they've done in the past</div></div>

