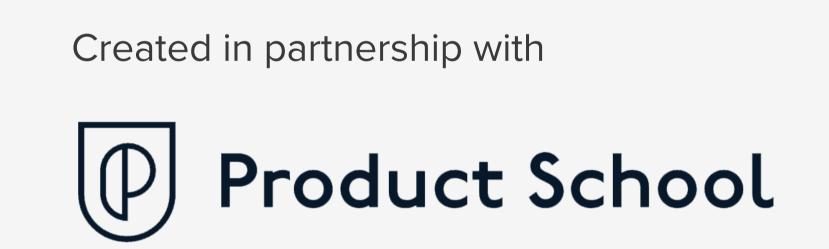


Customer experience journey map

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.





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.

Team ID: PNT2022TMID13235

Project Name: Nutrition Assistant Application

Browsing, booking, attending, and rating a local city tour	Entice How does someone initially become aware of this process?	Enter What do people experience as they begin the process?	Engage In the core moments in the process, what happens?	Exit What do people typically experience as the process finishes?	Extend What happens after the experience is over?
Steps What does the person (or group) typically experience?	Maintaining users calorie value. People can maintain their schedule. Customer can able to keep track of their diet. Aim to get the desired outcomes.	Better design user can easily interact. Well structured Unable to continuously manage calories or stick to a diet. Nutrtion Analyzing System.	View their calorie value. Provide encouragement to continue.	View their calorie value. Better food options Healthy and redefined lifestyle. Exhilaration sense of accomplishment.	Maintain users diet Can keep using the app to maintain a healthy. Can recommend others to actively use this application.
Interactions What interactions do they have at each step along the way? People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects would they use?	unable to make a food Easy to continue with the signup process. View website	New programme that enables users to alter their diet. Dashboard with the major features displayed. Talk with dietcians.	Users notified of everything to be kept in mind while on the diet. Take inspiration from trainers and other fitness coaches.	Having a clear plan of action Be a motivated person. Better body soul.	Choosing foods with lots of nutrients. Calorie tracking. Fit lifestyle
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Inform folks about a perks sofa healthy diet. Give people some results examples.	Calorie Tracker selecting what to consume	Set alarms for when nutritional levels are reached. Calorie tracking	Set alarms for when nutritional levels are reached. the app-inspired diet.	Saves money extend lifespan
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	The ability of the software to improve health. Interactive UI	Cost Savings Greater Insights	avoiding ailments like high cholesterol. Having healthy lifestyle.	healthy body Follow up diet chart.	craving only Less fat is wholesome food. present.
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Unaware of the app. user have to provide a suitable food image.	lack of motivation to maintain control on a one-diet plan. high quality to be offered.	a desire for the not adhering to a meal tight diet.	Maintain the diet irregular logging in	neglecting a not adhering to healthy diet. the advised diet.
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Whether there are positive or unfavourable developments, inspire people. Give users the ability to post updates to social media to boost position.	better service customization to meet individual needs. providing additional services in addition to calorie tracking.	Future local competitions should be made possible.	Global leaderboards keep track of the top advancements and leave their imprint on the app.	Links that will offer new members a discount on premium subscriptions.

