

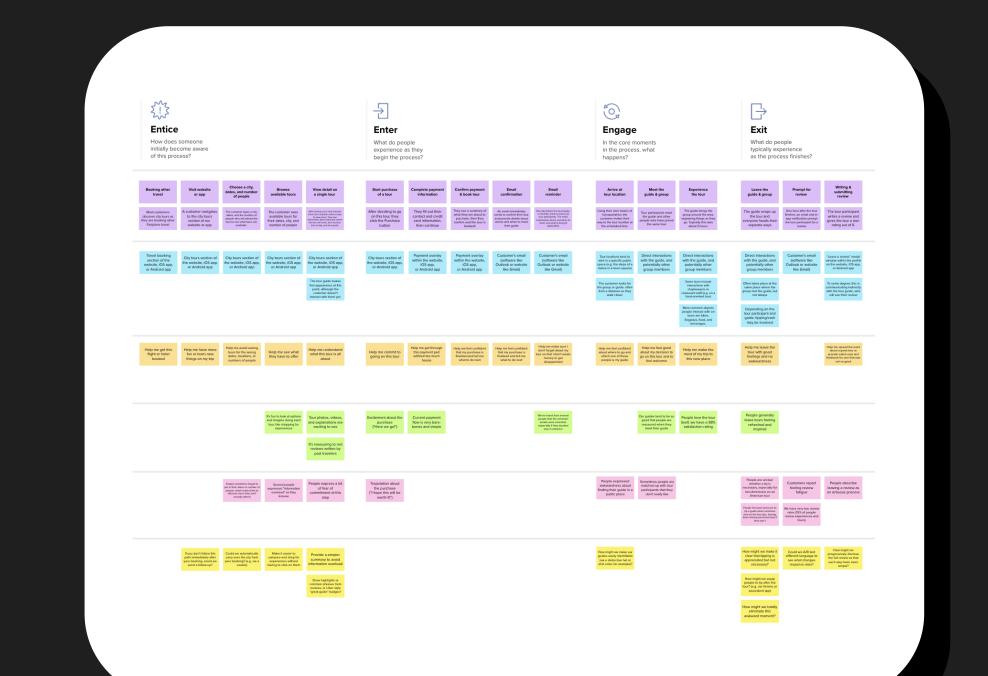
experience Journey map

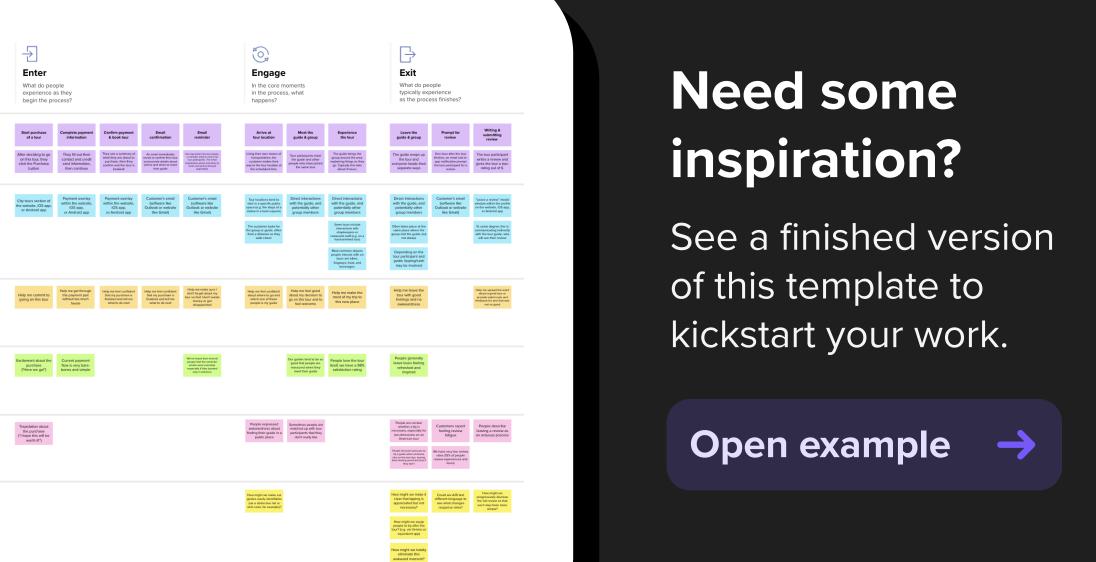
Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.


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Areas of opportunity Whether there are Give users the ability How might we make each step better? What ideas do we have? What have others suggested? positive or unfavourable people.

social media to boost position.

better service meet individual needs.

customization to additional services in addition to calorie tracking.

Future local competitions should be made possible.

keep track of the top advancements and leave their imprint on the app.

Links that will offer new members a discount on premium subscriptions.

can keep using the

app to maintain a

Can recommend

others to actively

Fit lifestyle

extend

lifespan

Less fat is

present.

not adhering

to the advised

healthy.