Customer Journey Map

Team ID: PNT2022TMID03794

Getting nutritional value of food	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?	In search of a web app that can give the nutritional value of food they eat Personalized assistance for nutrition	To access information anytime anywhere To search for nutritional value of particular ingredients	Login into the website	Choose the service he/she needs	User uploads the image of the foothe/she eats	niittianai vallie at	Check the dashboard for information	Gets the nutritional value of the food he/she eats Gets the nutritional value of ingredients Gets the overall calories of food consumed	
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?	They can interact with the website through the internet	They can interact with the website from any device (mobile, laptop, etc.)		The user interacts with the UI	The user recieve many tips on nutrition and balanced diet	calorie intake and	The user looks at the overall statistics	The server sends the data the user asks for	Customers try to maintain a balanced diet
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	To avoid health issues	To eat healthy food	Helps to get an idea of his/her daily food consumption	Get information on his daily nutritional intake.	Helping him/her learn the nutritional content of the food.	Give proper diet suggestions		User knows his daily intake of calories and nutrition	Provides recommended calorie intake
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	The happiness to be healthy	More confidence over body and mind	Feels positive	Feels motivated to have a better lifestyle	He/she feels delightful to get proper nutrition ssistance.			He/she enjoys the change in his/her lifestyle.	Customer feels delightful when he eats well and stays fit.
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	The user gets disappointed if if he/she does not see change in their body condition	When the user realizes he/she has a unhealthy diet	Customers get unsatisfied if they get wrong diet suggestions	When the customer sees that the food he/she eats has low nutritional value	Users get frustrated if the calorie value is not accurate	Thoy don't coo		Customers get unsatisfied if they get wrong diet suggestions	Customer feels frustrated if he/she doesn't see changes in his/her health due to incorrect prediction
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Providing personalized diet plan (especially for people with health issues)	Chat with experts	Customizable meal plan for every individual user	Identifying the percentage of calories in food	Correct estimation calorie content	Diet plan which addresses health issues as well	Proper knowledge on balanced diet	Gets a customisable diet plan (excluding allergy foods, and foods that are not to be eaten)	Users maintain a healthy lifestyle