Customer Journey Map:

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Team ID	PNT2022TMID10523
Project Name	AI-powered Nutrition Analyzer for Fitness Enthusiasts

| Journey Steps
Which step of the experience are you describing? | Discovery
Why do they even start the journey? | Registration
Why would they trust us? | Onboarding and First Use
How can they feel successful? | Sharing
Why would they invite others? |
|---|---|---|---|---|
| **Actions**
What does the customer do? What information do they look for? What is their context? | Check the nutrition content | Complete profile about user / User know about nutrition content any time / Detailed view about particular food | Collecting information from user what they want to know / Detailed analysis will be done based on given input / Processing the input / Nutrition content of food is displayed | Website will be accurate / Website will be user friendly |
| **Needs and Pains**
What does the customer want to achieve or avoid?
Tip: Reduce ambiguity, e.g. by using the first person narrator. | Accuracy / Better if it would be free of cost | Help them to browse variety of foods / Help them to know quality of food | Help them to give image input / Help them to know how the analysis would be / Help them to see the various layers in processing / Help them to know about more facts about food | Helps know what is the next level / Helps to know informative content |
| **Touchpoint**
What part of the service do they interact with? | Information about nutritious quality food | It should reveal advantages in it / It should give medicinal properties / It should show the level of intake of particular food | User can give more inputs / User experiences more analysis process / By various layers accurate output will be generated / User experiences additional facts about food | It has its own uniqueness / It has more values and analyzes the quality |
| **Customer Feeling**
What is the customer feeling?
*Tip: Use the **emoji app** to express more emotions* | 🙂 | 😉 | 🤩 | 🥹 |
| *Backstage* | | | | |
| **Opportunities**
What could we improve or introduce? | Providing various information for customer clarification | Improve efficiency | Image with additional values of food is given for best understanding of nutrition content | User experiences speed and accuracy with more quality of data |
| **Process ownership**
Who is in the lead on this? | User and developer | User and developer | User and administrator | User |

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