**AI POWERED NUTRITION ANALYSER**

**Based on ten customer interviews and observations from AI POWERED NUTRITION ANALYSER**

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**SCENARIO**

**ANALYSING NUTRITION**

**BY CREATING A APP**

# ABOUTEnter

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?

**PHASES**

to ensure precision

**Personalized tour suggestions after new booking**

**Personalizedoffers**

**Personalized recommendations**

**Tour appears in the user profile**

**Writing & submitting review**

**Prompt for review**

**Leave the guide & group**

**Experience the app**

**Meet the guide & group**

**Analysing**

**Email reminder**

**Email confirmation**

**Confirm payment & book tour**

**Complete payment information**

**Start purchase**

**Nutritional label values for food**

suggestions to observe

nutrition type

Disease color platellete

**Techonologyical**

**Based suggestions**

Annotations on food type

Estimate the volumes and assign nutritional values

All based on dietitians input

Known nutritional content

Collecting all data of the customer

After deciding to go on this tour, they click the Purchase button

They fill out their contact and credit card information, then continue

They see a summary of what they are about to purchase, then they confirm and the tour is booked!

An email immediately sends to confirm their tour and provide details about where and when to meet their guide

One day before the tour begins, a reminder email is sent to all tour participants. The email emphasizes where and when to meet, and what to bring (if applicable).

Using their own means of transportation, the customer makes their way to the tour location at the scheduled time.

Tour participants meet the guide and other people who have joined

The guide brings the group around the area, explaining things as they go. Typically this lasts about 3 hours.

The guide wraps upr and everyone heads their separate ways

One hour after the tour finishes, an email and in- app notification prompt the tour participant for a review

The participant writes a review and gives the tour a star- rating out of 5.

The completed tour appears on the "past experiences" area of a customer's profile with a few details on where the group went

Participation in the tour informs our backend recommendation systems, which the customer may experience via better personalization

The customer receives an email 14 days after their tour with personalized recommendations for other

When a past tour participant books new travel with us, we show them personalized tour recommendations in their arrival city.

## ACTIONS

Help me see ways to enhance

Help me see what I could be doing next

Help me see what I've done before

Help me spread the word about a great tour or provide watch-outs and feedback for one that was not so good

Help me leave the tour with good feelings and no awkwardness

Help me make the most of my trip to this new place

Help me feel good about my decision to go on this tour and to feel welcome

Help me feel confident about where to go and which one of these people is my guide

Help me make sure I don't forget about my tour so that I don't waste money or get disappointed

Help me feel confident that my purchase is finalized and tell me what to do next

Help me feel confident that my purchase is finalized and tell me what to do next

Help me get through this payment part without too much hassle

Help me commit to going on this tour

No channel used

Hopes to reduce calories

Searches for website

To suggest diet

Help me have more fun or learn new things on diet

Plans to order out

## Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

Feels refreshing

### It's reassuring to red reviews

We think people like these recommendations because they have an extremely high engagement rate

People like looking back on

Excitement about the

result

### ("Here we go!")

Analyzing the product

Current payment flow is very bare- bones and simple

We've heard from several people that the reminder emails were essential, especially if they booked way in advance

Our guides tend to be so good that people are reassured when they meet their guide

### People love the tour itself, we have a 98% satisfaction rating

People generally leave tours feeling refreshed and inspired

## Negative moments

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

People sometimes forget to put in their dates or number of people, which leads them to discover the nutrition

Several people expressed "information overload" as they browse

#### People expressed awkwardness about finding their guide in a public place

Sometimes people are matched up with tour participants that they don't really like

People are unclear whether a tip is necessary, especially for non-Americans

People feel peer pressure to tip a guide when someone else on the tour tips, leaving them feeling weird and bad if they don't

### Customers report feeling review fatigue

We have very low review rates (15% of people review experiences and tours)

People describe leaving a review as an arduous process

How might we progressively disclose the full review so that each step feels more simpl