# Project Design Phase - II
# Customer Journey Map

| Date | 13-11-2022 |
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| Team Id | PNT2022TMID10671 |
| Project Name | AI-powered Nutrition Analyzer for Fitness Enthusiasts |

## Customer Journey Map:

| SCENARIO: AI-powered Nutrition Analyzer for Fitness Enthusiasts | Entice<br>How does someone initially become aware of this process? | Enter<br>What do people experience as they begin the process? | Engage<br>In the core moments in the process, what happens? | Exit<br>What do people typically experience as the process finishes? | Extend<br>What happens after the experience is over? |
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| **Steps**<br>What does the person (or group) typically experience? | Searches online nutrition analyzer for fitness enthusiast<br><br>Most of the people search in the web | Register User<br><br>Provide Some information of user. | Capture the fruit<br><br>Use this fruit image for image processing | Prompt for Review<br><br>The user writes the review and star rating. | Display Some fruits details.<br><br>the app display Some fruits details. |
| **Interactions**<br>What interactions do they have at each step along the way?<br>■ **People:** Who do they see or talk to?<br>■ **Places:** Where are they?<br>■ **Things:** What digital touchpoints or physical objects would they use? | Find the nutrition in web, Ios app or andriod app | Find the nutrition in web, Ios app or andriod app | Find the nutrition in web, Ios app or andriod app | Leave a review on the android app or Ios app. | Find the nutrition in web, Ios app or andriod app |
| **Goals & motivations**<br>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...") | Help me find the nutrition in the fruit | Help me make sure I have register | Help me make sure I have register | Help me improve the details | Help me improve the details |
| **Positive moments**<br>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? | It is really amazing. | Registration is very simple. | Process is so simple | Rating process is so simple | Process is so simple |
| **Negative moments**<br>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming? | People sometimes capture the low quality images of fruit. | Provide some platform for registration | Provide some image sample for search | People describe leaving a review. | |
| **Areas of opportunity**<br>How might we make each step better? What ideas do we have? What have others suggested? | Make it easier to find details for fruit | | | | |