

Persona

Fitness enthusiast (all age group)

Scenario

Due to abundant resources online about fitness, tracking nutrition will become more challenging and

Motivation

User actions

To stay fit

Searches online nutrition analyser for fitness enthusiast

Registers into site

Provides some information to enhance user preference

Users needs to onboard

Touchpoints

Clicks banner ads

Registration page

Login page

Dashboard page

Image upload page

Emotions



Pain points

Hard to stay motivatted

Hard to follow fitness and nutrition based diet

Lack of knowledge

Lack of Technology

Solutions

Sign up page with

Feedback