

# PROJECT DESIGN PHASE I

## CUSTOMER JOURNEY

DATE	27 OCTOBER 2022
TEAM ID	PNT2022TMID36987
PROJECT TITLE	AI POWERED NUTRITION ANALYST FOR FITNESS ENTHUSIASTS
MAXIMUM MARKS	2 MARKS

### User journey

by Ed Design Thinking Service and Futurelab

People  
2-9

Time  
30 min

Difficulty  
Beginner

Creating a user journey is a quick way to help you and your team gain a deeper understanding of who you're designing for, what the stakeholders in your project. The information you add here should be representative of the observations and research you've done about your users. <sup>1</sup>

#### 1 Phases

High level steps your users took to accomplish their goal to finish.

OPEN

EXPLORE  
PHYSIQUE

PROPOSE  
DIET &  
EXERCISE

FINAL  
RESULT

#### 2 Steps

Detailed outline your user has to perform.

LAUNCH  
APPLICATION

REQUESTS  
USER'S  
NEED

ANALYSE  
USER'S  
NEED

STARTS THE  
PROCEDURES

#### 3 Feelings

What your user is going through and feeling at the moment.



EXCITED  
TO  
CHANGE

HEALTHY  
BODY

PROPOSE  
NUTRITIOUS  
DIET

SUFFICIENT  
MINERALS  
AND  
VITAMINS



IT  
TAKES  
TIME TO  
CHANGE

PATIENCE

RESTRICTION  
TO FAST  
FOOD

CONCENTRATION  
ON COMPLEX

#### 4 Pain points

Problems your user runs into.

BODY  
PAIN

GET  
USER'S  
PHYSIQUE  
DETAILS

SCHEDULED  
WORKOUT

STRETCHING  
MUSCLES

#### 5 Opportunities

Potential improvements or enhancements to the experience.

BOOSTS  
COURAGE

BURNS  
CALORIES

BALANCED  
HEALTH

CONCENTRATION

THE USER'S  
NEEDS TO BE  
MET AT ALL TIMES  
AND THE USER'S  
NEEDS TO BE  
MET AT ALL TIMES

Share your feedback

Anonymous feedback