

Project Design Phase - ||

Customer Journey

Date	10 th November 2022
Team ID	PNT2022TMID14604
Project Name	AI-Powered Nutrition For Fitness Enthusiasts
Maximum Mark	4 Marks

Process	Wake-up	Breakfast	Work	Work-out	Dinner	"Me Time"	Sleep
Customer Goals	<ul style="list-style-type: none"> Lean about Baby's development Morning Yoga/stretching routine 	<ul style="list-style-type: none"> Healthy Breakfast Read news stories/trends Review schedule 	<ul style="list-style-type: none"> Find a good lunch Move around more frequently Quick reads for brain-breaks 	<ul style="list-style-type: none"> Work-out is appropriate for stage of pregnancy Workout is tracked accurately 	<ul style="list-style-type: none"> Healthy Dinner for self (and family) View of entire day's calorie intake 	<ul style="list-style-type: none"> Connect with Friends/Family Do what "I" want to do 	<ul style="list-style-type: none"> Get to bed at appropriate time Sleep well Track sleep states
Digital Touchpoints	<ul style="list-style-type: none"> Phone/Alarm clock Pregnancy Tracking App Workout app/YouTube/video exercise Fitness tracking app 	<ul style="list-style-type: none"> Recipe App/Mom Blog Calorie Counting app News, SM, Reddit Email (BabyCenter, Café Mom) Calendar App 	<ul style="list-style-type: none"> Calorie Counting app Phone/Fitness app/smart watch reminders Café Mom/Baby Center/Mom Blog website & apps 	<ul style="list-style-type: none"> Fitness tracker app Fitness tracker device Music/audio app 	<ul style="list-style-type: none"> Recipe App/Mom Blog Calorie Counting app Fitness app 	<ul style="list-style-type: none"> SM apps Phone/Text TV/Movies/Netflix Sometimes no technology 	<ul style="list-style-type: none"> Sleep tracker & app Alarm clock/phone
Customer Thoughts	I am excited to find out about my baby's development!	I am excited for the day by getting updated for the day ahead.	I am bombarded by information all day – how do I know what is important for me and my baby?	Fitbit tracking is great, but how am I going to change/augment during my pregnancy?	Why do I have to jump between apps. This is getting annoying	I just want to relax	I love getting a good night sleep.
Emotion	Excited, maybe still tired	Inquisitive, searching information	Overwhelmed, busy, stressed	Determined, driven, maybe tired/regret	Hungry	Happy, relaxed	Tired, asleep
Ideas to improve	<ul style="list-style-type: none"> App displays "day plan" App includes mom's health & baby health in 1 screen 	<ul style="list-style-type: none"> App curates news/media relevant to mom Allow opt for news/update notifications. 	<ul style="list-style-type: none"> App provides notifications on important "news" – no need to search 	<ul style="list-style-type: none"> App uses workout data & pregnancy status to curate better workout plan 	<ul style="list-style-type: none"> App day plan adjusts based on daily activity & events 	<ul style="list-style-type: none"> App can pull in content on more than just pregnancy – nursery design, baby tech, etc. 	<ul style="list-style-type: none"> App should auto track sleep App should notify me when to go to sleep