AI- POWERED NUTRITION   ANALYSERFOR FITNESS   ENTHUSIASTS

SCENARIO

Phases: **Entice** | **Enter** | **Engage** | **Exit** | **Extend**

Steps

Entice
- visiting websites — Most customers asks basic questions asthey are visiting other websites
- surfing other apps related to this — A customer navigates to the basic question section of ourwebsite or app
- Gain details about fitness — The customer types details ,dates, and the number ofdiet plans to see what type of fitness are available
- search for personal trainer — The customer seesavailable foods for their diet ,times and number of people
- View detail on a single diet — After seeing a tour that interests them, the customer clicks or taps to view more. They see information about what and where the tour will cover, plus its price, time of day, and tour guide.

Enter
- confirm them as a coustmer — After deciding to follow the diet, they click the confirm button to register
- start dieting — Start your diet life by answer a certain questions about your health
- confirmation through email — An email immediately sends confirmation and provide details about what should they do to stay healthy
- self conscious about their health, — They should follow the information which we provide correctly to stay as expected
- preparing for their dream physique — By taking the proper food as shown in diet plan will make them to reach their dream physique

Engage
- Book appointment to meet doctor — 1st premium is required for doctor consultation and then the appointment fixed based on your availability
- book their fitness trainer — As the app contains the specialist trainers though they can choose their fav ones
- Experience their real change in health — Within a month they can feel the changes that happens in their body like active behaviour etc..

Exit
- leaving this source — The guide wraps upthe diet and everyone heads their separate ways
- promote this source to others — One hour after the 1st diet finishes , an email and in -app notification prompt the participant for a review
- comments and review. — They can also comment instantly after every end of the plan

Extend
- update their profile by email experience — Like social media they Can share their thoughts and review of what they are currently performing neighbours so that the to view for everyone
- value their health — They can calculate their health by comparing the pre diet and post diet by an special option
- recommend for neighbours — Using referal code they can refer for their person can have a bonus of another health food for his next meal
- lead a helthy life — They can lead a healthy life on their hand without moving anywhere

Interactions

Entice
- select their fitness goals
- get updated with goals
- interaction with nutritionist
- consultant by doctor

Enter
- Payment through sources
- order their supplements
- confirmation through email
- get daily offers
- Remainder diet plan when they forgot to upload

Engage
- Mentored by personal trainers / enhance their fitness goals
- monitored by trainers and sources
- Experience change in fitness / Gain confidence-smash inferiority complex-look young / Most common objects people interact with on diet are dumbbells, matss,food, and beverages.

Exit
- Feel personal details is secured and safe / Leaving their review about their sources / Depending on the diet participant and guide, tipping / cash may be involved
- No more helath issues
- Goodbye to older look / Promotion granted for app

Extend
- Promotion through their profile / If other users interact with this person, they will see these completed diet also
- Personalised real experience in life
- More conscious about their family health
- After appreciations feel need to continue this

Goals & motivations

Entice
- Help me to reduce weight
- Help me to gain weight
- Help me to get fit
- Help me to avoid bad addictions
- Help me to avoid over emotions

Enter
- Help me to avoid wasting money
- Help me to avoid unwanted habits
- Help me to get my dream physique
- Help me to experience real change in mind and body.
- Help me make sure I don 't forget about my diet so that I don 't waste money or get disappointed

Engage
- Help me to feel good about these decision
- Help me to make feel confident and this source is reliable
- Help me to make my fitness goals higher

Exit
- Help me see what I've done before
- Help me see how I have been changed myself

Extend
- Help me to promote and recommend this source to others without any awkwardness
- Help me to feel this sources is reliable to suggest others
- Help me to continue this app without any shyness

Positive moments

Entice
- It's excited me to look at options and imagine doing each things perfectly.
- Profile photo, videos , and explanations are exciting to see. / It's reassuring to red reviews written by past coustmers

Enter
- Excitement about the Training
- Current payment is very simple.

Engage
- We've heard from several people that the reminder emails were essential.
- Our source trainers tend to be sogood that people are extremely meet their coustmer
- People love the service we do here. we have a 98% satisfaction rating

Exit
- People generally Feel don 't want to leave this app freshed and inspired by this source
- People like lookingback on their past diets

Extend
- We think people like the recommendations because they have an extremely high engagement rate

Negative moments

Entice
- People sometimes forget toput in their dates or number ofpeople, which leads them toGive accurate diet plan
- Several people expressed " information overload"
- People express a bit of fear of commitment at this step

Enter
- Trepidation about the training

Engage
- People expressed awkwardness aboutfinding their trainer
- Sometimes people are matched up with training works that they don 't really like.

Exit
- Customers report feeling review fatigue / People feel peer pressure to tip a guide when someone else on the diet tips, leaving them feeling weird and bad if they don't
- People describe leaving a review as an arduous process / We have very high review rates
- People describe leaving a review as an arduous process

Areas of opportunity

Entice
- You don't follow this path immediately after your booking , could we send a mail?
- Provide a simpler summary to avoid information overload
- Show highlights of our reviews
- Provide a simpler summary to avoid Information overload / Show highlights or common phrases from reviews, or Uber style 'great guide' badges?

Engage
- Make a training slot batches

Exit
- How might we totally eliminate this awkward moment? / via Venmo or equivalent app they can pay a tip / Their is totally feel free option that will not make them to feel awkward
- How might we progressively disclose the full review so that each step feels more simple?
- Could we take bunch of people's to make a slot or batch for one trainer, doctor, nutritionist.

Extend
- We might help people celebrate and remember things they vedone in the past / we extend the personal connection to the training long after the training period is over?