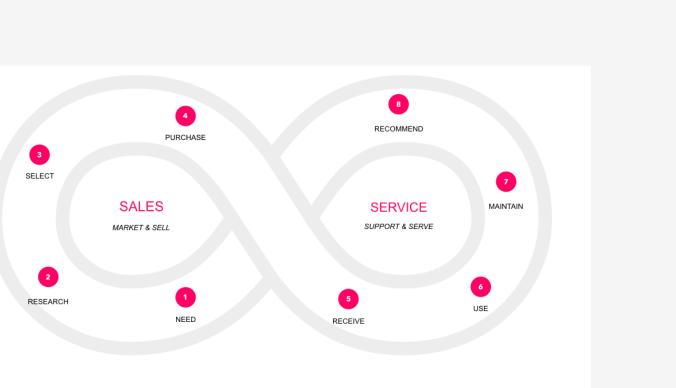
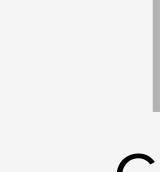


# CUSTOMER JOURNEY MAP

### PHASE

What are the high-level phases across the customer journey?





Customer Personas



Target Touchpoints and Devices

user will

our

Workshop

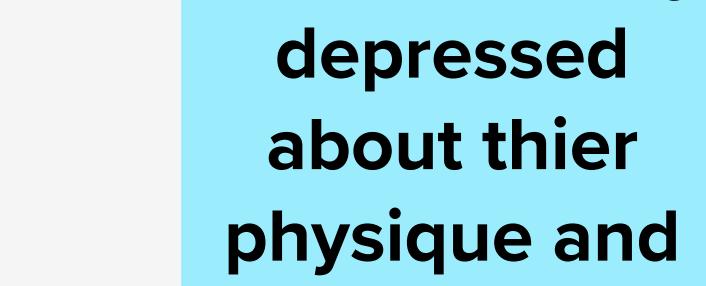
Identify and Address Customer Pain Points

Monitor and Feedback

Come back to the table

#### CUSTOMER **BEHAVIORS**

What are the actions taken by the customer?



Research

and Analytics

health

User feels very

Seeks for an Seeks for application quality food that make and diet the process pattern much easier

The Fresh register in application

**Explores** the features in the application

Uploads the picture of the food he/ she eats.

Our application in return lists out the nutritional value of the food.

User will get an clear view about thier food and starts consuming healthy foods.

Starts to lead a healthy life.

#### TOUCHPOINTS

What channels does the customer use to reach you?









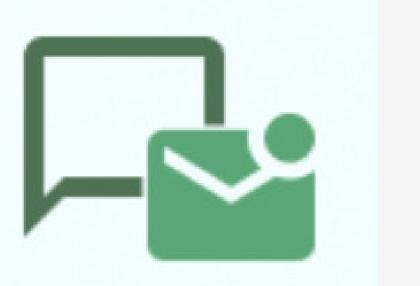












## **EMOTIONS**

What attitude or emotion does the journey evoke?



Feel "inferior for being obese and skinny!" before using the app.

Feels very easy to maintain their food style by our application

**Comfort with** the food what they eat and try to evolve to a healthy life

Starts to follow a perfect food chart

Skinny people will eat much calorific food to gain weight.

Chubby people will eat less calorific food to loose weight.

Periodically uses our application to maintain their health