















|                                                                                                                                                                                              |                                                                                                                                          |                                                                                                                                     |                                                                                                                                                       |                                                                                                                                     |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|
|  <b>Journey Steps</b><br>Which step of the experience are you describing ?                                    |  <b>Discovery</b><br>Why do they even start the joueney? |  <b>Registration</b><br>Why would they trust us ? |  <b>Oboarding and First Use</b><br>How can they feel successful ?   |  <b>Sharing</b><br>Why would they invite others ? |
|  <b>Actions</b><br>What does the customer do?<br>What information do they look for?<br>What is their context? | <div>To lead a healthy life</div>                                                                                                        | <div>Create their credentials</div> <div>Connect their Google account</div> <div>Set up a password</div>                            | <div>Explore functionalities of the app</div> <div>Adding profile picture</div> <div>Leaves feedback for improvement</div> <div>Learn more page</div> | <div>Better UI</div> <div>Better user experience</div> <div>Share to family</div>                                                   |
|  <b>Touchpoint</b><br>What part of the service do they interact with ?                                        | <div>logo</div>                                                                                                                          | <div>e - mail</div> <div>Free Demo</div>                                                                                            | <div>Account set up</div> <div>Demo interface</div> <div>Camera set up</div> <div>Profile set up</div>                                                | <div>New Document</div> <div>Sharing option</div>                                                                                   |
|  <b>Needs and Pains</b><br>Why does the customer want to achieve or avoid ?                                  | <div>Highly responsive</div>                                                                                                             | <div>Information including user health condition</div> <div>Avoid unnecessary access.</div> <div>Easy interface</div>               | <div>Uploading different quality images</div> <div>Display calories and nutrition</div> <div>Displaying previous search history</div>                 | <div>Share link</div>                                                                                                               |
|  <b>Customer Feeling</b><br>What is the customer feeling ?<br>To express emotions.                          |                                                       |                                                |                                                                  |                                                |
| <b>BACKSTAGE</b>                                                                                                                                                                             |                                                                                                                                          |                                                                                                                                     |                                                                                                                                                       |                                                                                                                                     |
|  <b>Areas of opportunity</b><br>What could we improve or introduce ?                                        | <div>Loading speed</div>                                                                                                                 | <div>Few information</div>                                                                                                          | <div>Recommend food</div> <div></div>                                                                                                                 | <div>Share User's experiance</div>                                                                                                  |

What changes for for them ?

OUTCOME

Describe how the life and environment of the customer changes once they used the product or service.

What are they able to do now?

Better physical ability to do daily activities

Able to lead healthy life standard

Able to identify healthy foods and unhealthy foods

What can they finally avoid doing?

Avoid unhealthy food.

Get away from unhealthy diet

What changed in my environment?

Knowledge about healthy foods

Lead healthy lifestyle.

Positive life ahead