Journey Steps Which step of the experience are you describing?	**Discovery** Why do they even start the journey?	**Registration** Why would they trust us?	**Onboarding and First Use** How can they feel successful?	**Sharing** Why would they invite others?
Actions What does the customer do? What information do they look for? What is their context?	Browse to get clear idea about nutritional value in food	Connect their google account Profile completion Accurate information	Enter Height and weight details Get info about physical activities Upload meal images Get nutritional values of the uploaded image	Calculate and store daily calorie intake Track daily goals Safe and secure
Touchpoint What part of the service do they interact with?	Browser, playstore, social media	Email Free service	Help center resources User dashboard Account settings	Sharing settings Share through social media
Customer thoughts What does the customer want to achieve or avoid? *Tip: Reduce ambiguity, e.g. by using the first person narrator.*	Maintain fitness Inferiority complex	Simple registration Height and weight unknown Confirmation through email	Accurate BMI No strict diet plan Display all necessary info about food Interesting to use	Excited to share to family Want to help others My friend needs this
Customer Feeling What is the customer feeling? *Tip: Use the **emoji app** to express more emotions*	😨	🤔	😮	😃
Backstage				
Process ownership Who is in the lead on this?	Divyadharshini	Abirami	Nanditha	Nithya Sri
Opportunities What could we improve or introduce?	More promotion about this application	Need to help users deal with unknown height and weight	Try to expand info about continental foods	Prompt for review

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