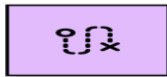


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PROJECT NAME	Project—Nutrition Assistant Application

CUSTOMER JOURNEY MAP



Steps

What does the person (or group) typically experience?



Interactions

What interactions do they have at each step along the way?

- **People:** Who do they see or talk to?
- **Places:** Where are they?
- **Things:** What digital touchpoints or physical objects would they use?



Goals & motivations

At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")



Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?



Negative moments

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?



Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?



Entice

How does someone initially become aware of this process?

Creating a profile.

The user has to create a profile.

Use search option.

The search option will be helpful to learn about the foods.

save data.

User can able to save the searched data for the future reference.

The user details will be entered in the dashboard of website, iOS app or android app.

The google search engine will be incorporated user to search.

In data section the user can store the data in the database.

It helps me to define a overview about myself.

It helps me to clarify the doubts and learn new things.

It helps me to store the data which i might need later.

Helps me to be physically fit.

It helps me to be aware of nutrition.

Improves the immunity.

Mental health and feelings of isolation can lead to intakes of low dietary quality with increased comfort eating and/or lack of mealing.

Unrealistic expectations may lead to frustration.Set practical goals to lose weight.

Allegry details can also be stored.

The search engine will help the user to search if they have any doubt.

In data section the user can store the data whatever they want.



Enter

What do people experience as they begin the process?

Scan the food.

The food which nutritional facts has to be known has to be scanned.

Display nutritional fact .

The nutritional fact will be displayed.

recipe

The recipe based on the scanned food will be recommended.

The food should be scanned through the camera in the website, iOS app or android app.

The nutritional fact will be displayed in the website, iOS app or android app.

The recipe section will display the recipe in the website, iOS app or android app.

It makes my work easier by just scanning the food, instead of typing them manually.

It helps me to know about the food and whether it is suitable for me or not.

It helps me to explore new cuisines and recipes.

Helps to have better mood and energy levels.

Helps me to have healthy and tasty meals.

There are a number of reasons why fear of foods develop, including: Comments and views of family and friends about that food; message from media and cultural ideas.

Distractions to junk foods.

The food which nutritional fact has to be known should be scanned through the camera.

The nutritional fact of the scanned food will be displayed.

The recipe of the scanned food will be categorized into different cuisines and displayed.



Engage

In the core moments
in the process, what
happens?

Going through facts.

The user has to go through the facts displayed regarding the food.

Water intake.

The intake of water has to be checked and the goal has to be attained.

Shopping list organizer.

This has to be used while going to the shopping to organize the list.

Fitness tracker.

The fitness tracker will track all your physical activity and store them.

It gives suggestion in the website, IOS app or android app.

Reminds the water intake in the website, IOS app or android app.

The organized shopping list will be displayed in the website, IOS app or android app.

The fitness tracker records will be displayed in the website, IOS app or android app.

It reminds me about the intake of water.

It helps me to have a clear and balanced shopping list.

it helps me to have a complete record of my activity.

Helps to have glowing skin.

Helps me to loose weight.

Spending on pills / potions/detox teas for fat loss.

Not keeping track of what you eat.

The user has to read the fact manually whether the food suits them or not.

In water intake section the people can note the amount of water in taken and the amount they have to intake.

Whenever the user is going to shopping they can use this section to organize their shopping list with balanced food.

The user can wear a fitness tracker which is incorporated with this app, through which the complete activity of the user can be determined.



Exit

What do people typically experience as the process finishes?

Turn on the mobile notification.

You have to turn on the notification of the app to get notified.

keep the fitness tracker sync

The fitness tracker has to be synced with the application to have all the data.

Follow the suggestions properly.

You have to follow the suggestions properly to maintain a balanced diet.

The mobile notification should be remained On in the mobile.

The fitness tracker will be synced to the website, iOS app or android app.

The suggestions has to be implemented in their daily life.

It helps me to be aware of the suggestions.

The helps me to completely keep track of all my activity.

It helps me to choose which food is better for my balanced diet.

Prevent your metabolism from slowing down.

Proper intake of fruits and vegetable may boost serotonin (Happy hormone).

Persona's main priority is reaching a number on the scales or certain body fat percentage , rather than health or well being.

Eating too much fat on a low carb diet.

The notification has to be given at the proper time.

Even if the synchronization cuts for a while, every details has to reach the app when it is resynchronized.

The suggestions has to be suitable to the users.



Extend

What happens after the experience is over?

Nutritionist Suggestion.

The Nutritionist will be suggested based on their location.

Notifying food.

Notifying a single must have nutritious food for everyday.

Weekly statistics.

A statistics will be made every week based on their activity.

The nutritionist will be suggested in the website,iOS app or android app.

This section will suggest a single food in the website,iOS app or android app.

This section will display the complete statistics of the user in the website,iOS app or android app.

It helps me to find the best nutritionist around me.

This section will ease the stress of choosing the food for the day.

This section will help us to have a complete statistics about our week.

Improves Heart health.

Having a routine and consistency.

Craving sugary beverages.

Not eating whole single ingredient food.

The nutritionist suggestion section will suggest the best nutrition for the user nearer to their location.

This section will give a single food suggestion to ease the stress of choosing the food for the day.

This section will give a complete statistics of the user activity based on the food they have taken and the physical activity record from their fitness tracker.