

PROJECT DESIGN PHASE II

CUSTOMER JOURNEY

DATE	01 NOVEMBER 2022
TEAM ID	PNT2022TMID37024
PROJECT TITLE	AI POWERED NUTRITION ANALYST FOR FITNESS ENTHUSIASTS
MAXIMUM MARKS	2 MARKS

User journey

by 8+ Design Thinking Service and Innovate UK

People
2-9

Time
30 min

Difficulty
Beginner

Creating a user journey is a quick way to help you and your team gain a deeper understanding of who you're designing for, what the stakeholders in your project. The information you add here should be representative of the observations and research you've done about your users. ¹

1 Phases

High level stages your users need to accomplish from start to finish.

OPEN

EXPLORE
PHYSIQUE

PROPOSE
DIET &
EXERCISE

FINAL
RESULT

2 Steps

Detailed actions your user has to perform.

LAUNCH
APPLICATION

REQUESTS
USER'S
NEED

ANALYSE
USER'S
NEED

STARTS THE
PROCEDURE

3 Feelings

What you're expecting to feel (and feeling at the moment).



EXCITED
TO
CHANGE

HEALTHY
BODY

PROPOSE
NUTRITIOUS
DIET

SUFFICIENT
MINERALS
AND
VITAMINS



IT
TAKES
TIME TO
CHANGE

PATIENCE

RESTRICTION
TO FAST
FOOD

CONCENTRATION
ON GAMES

4 Pain points

Problems your user runs into.

BODY
PAIN

GET
USER'S
PHYSIQUE
DETAILS

SCHEDULED
WORKOUT

STRAINING
MUSCLES

5 Opportunities

Potential improvements or enhancements to the experience.

BOOSTS
COURAGE

BURNS
CALORIES

BALANCED
HEALTH

TRANSFORMATION

THE
USER'S
JOURNEY
IS
COMPLETE
AND
THEY
ARE
READY
TO
USE
THE
APP

Share your feedback

Account holder