

Project Design Phase-II Customer Journey Map

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Team ID	PNT2022TMID30252
Project Name	AI-powered Nutrition Analyzer for Fitness Enthusiasts
Maximum Marks	

Reference: <https://app.mural.co/t/dhivyaaks8019/m/dhivyaaks8019/1665830323100/7f70355ed972ea4dfd76f4dbba903c970eca7e38?sender=u3477938a6202834d91f70568>

Customer Journey Map:

SCENARIO Browsing, booking, attending, and rating a local city tour	Entice How does someone initially become aware of this process?	Enter What do people experience as they begin the process?	Engage In the core moments in the process, what happens?	Exit What do people typically experience as the process finishes?	Extend What happens after the experience is over?
Steps What does the person (or group) typically experience?	Browse websites Visit our website Choose registration Most users refer to our content according to their registration A user will be redirected to the home page of our website A user can update their registration details	Enter registration details and complete it Create payment and enter Email confirmation Details of necessary details are given in the given details Create payment and click confirm An invitation letter is sent to the registered email and the user can change	Login and redirect to Dashboard There are lot of options in dashboard Select full image that you want Conversion process Output as an edited content After login, user is redirected to the dashboard The dashboard has an option to select the full image, description The full image is given to user to get output Four types of image processing features The nutrition content is displayed to the user to select it	Learn from the edited page User Experience Rating Click here to go out from the edited page User can provide their own opinion Users can also login from their own ID	Search you did expect in search history Features Logout With the user can get the more about their search history Additional features will be added and be included in the next After login, user will be redirected to the dashboard
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?	Select the sector of website Select the user option from list of choices Click on the account and edit details User can communicate with the support team easily	Registration page of website Payment for service provided in the page Verification mail can be sent through email or SMS	People can experience the service environment Can experience more options to get the information Connect according to their information view	Review the user after the service from a company user User can make a review to the service User can also according to the experience and efficiency	Complete history will be used with user profile
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Help me to use this app Help me to know more about the new things Help me to avoid any error	Help me to know the goal of the service of the app Help me to know the goal of the service of the app Help me to know the goal of the service of the app	Help me to know the goal of the service of the app Help me to know the goal of the service of the app Help me to know the goal of the service of the app	Help me to know the goal of the service of the app Help me to know the goal of the service of the app Help me to know the goal of the service of the app	Help me to know the goal of the service of the app Help me to know the goal of the service of the app Help me to know the goal of the service of the app
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Enjoy the image when searching the service to create new content Enjoy the image when searching the service to create new content Enjoy the image when searching the service to create new content	Excitement about the service of the app Excitement about the service of the app Excitement about the service of the app	Our information helps user to get more information Our information helps user to get more information Our information helps user to get more information	User can get more information about the service of the app User can get more information about the service of the app User can get more information about the service of the app	User can get more information about the service of the app User can get more information about the service of the app User can get more information about the service of the app
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	People sometimes forget their password People sometimes forget their password People sometimes forget their password	The user sometimes forgets their password The user sometimes forgets their password The user sometimes forgets their password	User sometimes forgets their password User sometimes forgets their password User sometimes forgets their password	User sometimes forgets their password User sometimes forgets their password User sometimes forgets their password	User sometimes forgets their password User sometimes forgets their password User sometimes forgets their password
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	We can make the app more user-friendly We can make the app more user-friendly We can make the app more user-friendly	We can make the app more user-friendly We can make the app more user-friendly We can make the app more user-friendly	We can make the app more user-friendly We can make the app more user-friendly We can make the app more user-friendly	We can make the app more user-friendly We can make the app more user-friendly We can make the app more user-friendly	We can make the app more user-friendly We can make the app more user-friendly We can make the app more user-friendly