Project Design Phase-II Customer Journey Map

Date	08 October 2022	
Team ID	PNT2022TMID30252	
Project Name	Al-powered Nutrition Analyzer for Fitness Enthusiasts	
Maximum Marks		

Reference:https://app.mural.co/t/dhivyaaks8019/m/dhivyaaks8019/1665830323100/7f70355ed9 72ea4dfd76f4dbba903c970eca7e38?sender=u3477938a6202834d91f70568

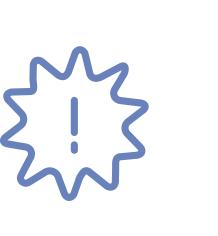
SCENARIO

Browsing, booking, attending, and rating a local city tour



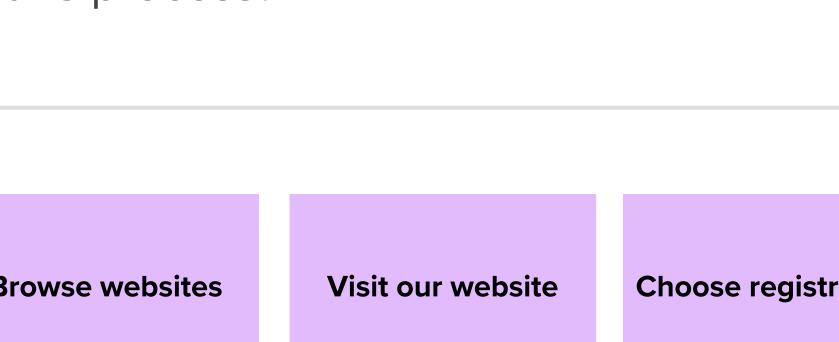
Steps

What does the person (or group) typically experience?



Entice

How does someone initially become aware of this process?



A user will be navigated to the

home page of our

website

Select any one

option from list of

choices

Help me to have

\longrightarrow

Enter

What do people experience as they

begin the process?	
begin the process:	

An verification mail is

send to the registered

mail id and then you

can login

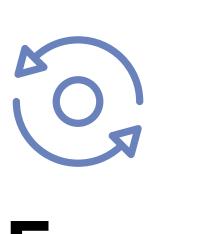
secure of my

personal information

The application is

very easy to nderstand and it is

very efficient



Engage

In the core moments in the process, what happens?

Login and redirected t

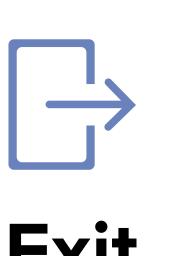
After login user is

redirected to the

dashboard

seeing irrelevant

redirections



Click back to go out

page

Exit

What do people typically experience as the process finishes?

Searches you did appear in search history	Feature
In history user can get information about their searches in future	If additional fe will be added be updated in

Extend

What happens after the

After logout it will

show you logged out

successfully

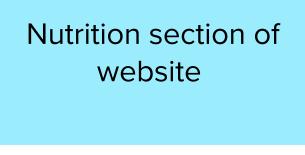
experience is over?



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?



Most users refer

various websites

according to their

Guide and processes

User can communicate with by our contact details

Help me to avoid

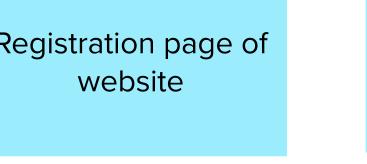
It should have

feedbacks about

past experience of

A user can register

and login to access



time

Enter all necessary

details and verify the

given details

Password for security purpose in Verification mail can be sent through email or SMS

experience interactive

There are list of

The dashboard has variety of options like fruits, about us,

description

Can redirect

Help me to avoid

irrelevant ads

The fruit image is

Four layers of image

a page by user

The nutrition content

is dispayed as a

User can give the

views about the

application

according to the experience and efficiency

User can rate

Ratings

Users can give

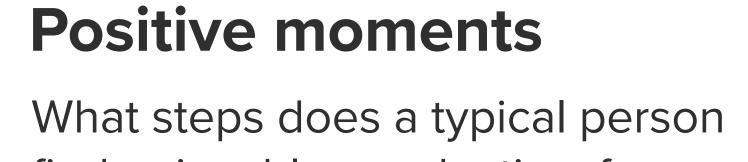
Rating in stars out

be saved with user profie



Goals & motivations At each step, what is a person's

primary goal or motivation? ("Help me..." or "Help me avoid...")



find enjoyable, productive, fun, motivating, delightful, or exciting?

Negative moments What steps does a typical person

find frustrating, confusing, angering, costly, or time-consuming?

forget thei password

the website to create

more exitness

improvements and feedbacks

The user can rate the application

time

It will show several

the application

Users can frustate

due to time consumption

better

Users feel very

happy by knowing

valuable information

knowledge and lead nutrient information

They gain more

Help me to write

wonderful comments

Users use the history when they need

Help me to see

detaiil information

content

Areas of opportunity

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

Efficiency can reduce time consumption

We should make improvementst

We may provide options for easy search

We can make review as objective will encourage users t make review

environment more interactive

We can make