

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?	Image identification	Captured edible information Nutrient supplement tracking Fitness maintenance	Exact image detection & information Right calorie calculation based on user BMI Suggested workout & diet based on user Motivational compliment for every meal of the day	Precise image identification User personalized diet Efficient & quality fitness tracking
Needs and Pains What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>	Exact food recognition Color or shape mismatched prediction	User personalized diet Efficient for both weight gain as well as loss Daily consistent data updating	Live calorie burn count Strong will of the user towards change Adoption towards healthy lifestyle Long-term maintaining for best results	Steady result on specific purpose Lifestyle changer for unhealthy habits User personalized diets and workouts
Touchpoint What part of the service do they interact with?	Camera/saved image	Login credentials User BMI chart Disease, deficiency & allergic constraints	Correct image prediction & relevant information User convenient diet plans Catchy notifications & reminders Motivational workout stories	Noticeable lifestyle changes Productive positive energy Frequent milestone achievement
Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>	🧐	🙄 Chatbot with voice recognition	😞	😄
Backstage				
Opportunities What could we improve or introduce?	Approval from certified influencers & trainers to increase customer trust	Link to other fitness tracking device for more personalized outcomes	Information more easily available for common man	Achievement milestone that can be shared with friends and
Process ownership Who is in the lead on this?	Customer need to loose /gain /maintain BMI	Objective & criteria to achieve it	Personalized recommendations to improve much	User overall experience & gains