AI- Powered Nutrition Analyzer for fitness enthusiasts

Based on ten customer interviews and observations from the Fairplane Guided City Tours team

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SCENARIO

Browsing and installing a new health care application (for both fitness and nutrition analyser)

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?

Entice:
- Choose a correct dietary app
- Visit website or app
- Neighbors or colleagues already aware of this app
- Most users feels comfortable with dietary apps rather than physical fitness
- The User navigates to the dashboard section of our website or app
- As a beginner, they feel lazy for maintaining their health

Enter:
- A proper health maintaining tips
- Users can know how much nutrient present in each food they intake
- They see a summary of what they are about to eat as a daily schedule
- The app will classify the image accurately by clicking the button
- People experience that for any type of image the model will accurate results

Engage:
- Everything will be clearly displayed in the dashboard
- User's better understanding
- Experience the app

Exit:
- Leave the app
- Prompt for rating
- Writing & submitting review
- Hitting the heart button if they really enjoyed
- Every day they feel young and energetic

Extend:
- Personalized recommendations
- Personalized Offers for regular assessment
- Gradual process of next level

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?

Entice:
- Nutrition app of the website, iOS app,or Android app
- Interact with various nutritional website, iOS app or Android app for better knowledge
- They can see various images that can be clicked by digital touch points

Enter:
- Payment overlay within the website, iOS app, or Android app
- Customer's email (software like Outlook or website like Gmail)
- Payment overlay within the website, iOS app, or Android app

Engage:
- Most common objects people interact with on food related items
- Direct interactions with the application, and potentially other physical group
- Most common objects people interact with on food related items

Exit:
- Direct interactions with the guide, and potentially other group members
- Customer's email (software like Outlook or website like Gmail)
- "Leave a review" modal window within the profile on the website, iOS app, or Android app

Extend:
- Completed experiences section of the profile on the website, iOS app, or Android app
- Recommendations span across website, iOS app, or Android app
- Customer's email (software like Outlook or website like Gmail)

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

Entice:
- Help me to avoid oily foods
- Help me to control myself from tempting
- Help me not to think in a negative way
- Help me to motivate myself from others

Enter:
- Help me commit to my dietary process without hesitation
- Help me to always think in a positive way
- Help me feel confident
- Help me not to think about others of they are shaming
- Help me to control my mouth from tasty, oily and fast food

Engage:
- Help me feel good about my decision to do the work

Exit:
- Help me to take serious health care of myself
- Help me not to feel lethargic

Extend:
- Help me see what I've done before
- Help me see what I could be doing next
- Help me see ways to enhance my fitness

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

Entice:
- It's very fun to know nutrients and calories present in our favorite food
- Knowing each food nutritional content is very fascinating

Enter:
- Excitement about theregular eating habits ("Here we go!")

Engage:
- This app helps others to know how exactly the app classifies the output

Extend:
- Peoplelike looking back for other customers feedback
- People uses others review for analysis

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

Entice:
- Sometimes the person may feel aged and start thinking in a negative way
- Trustworthy is the major drawback in the users point of view
- People express a bitof fear of commitment at this step

Enter:
- They will surely miss their most likely food

Engage:
- People expressed awkwardness about the older eating habits
- Sometimes people will think 'life is once' why should I maintain my health rather than what actually I love to eat

Exit:
- People think its just a waste of time
- People feel pressure at some point of view, why should I follow all these healthy eating habits

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

Entice:
- If you don't follow this path, then it leads to a major health issues
- If each individuals concern about their own health then there will be no health related disease
- The best idea is before eating any food make sure it is hygienic and healthy

Engage:
- The common health issues like high blood pressure, Chronic NCDs and diabetes will get reduced

Exit:
- Maintain a healthy diet to free from various diseases
- How might we equip people to follow this? (by using a proper nutrient app)
- Be energetic and young always, which makes you feel happy!if maintains a proper diet)

Extend:
- How might we help people celebrate and remember things they'vedone in the past?