












Project Design Phase -II

Customer journey map

Date	15 October 2022
Team ID	PNT2022TMID39906
Project Name	AI-powered nutrition analyzer for fitness enthusiasts

<div> <div>Fruit detection and nutrition analysis</div> </div>	<div>  Awareness How does someone initially become aware of this process? </div>	<div>  Registration What do people experience as they begin the process? </div>	<div>  Onboarding In the core moments in the process, what happens? </div>	<div>  Result What do people typically experience as the process finishes? </div>	<div>  Extend What happens after the experience is over? </div>
<div>  Steps What does the person (or group) typically experience? </div>	<div> <div>View Online advertisement, media campaign</div> <div>Browse the websites</div> <div>Choose this website</div> </div> <div> <div>The customer search for map websites</div> <div>A customer may browse various websites until he gets satisfied</div> <div>A customer may discuss this website</div> </div>	<div> <div>Sign in to the website</div> <div>Click Registration</div> <div>Create Username and Password</div> </div> <div> <div>The user first sign up to the website</div> <div>The user fill the necessary details in the registration</div> <div>The user creates username and Password for secure site</div> </div>	<div> <div>Login and redirected to Dashboard</div> <div>Click Home page</div> <div>Select the fruit image</div> </div> <div> <div>After login the user is redirected to Dashboard</div> <div>User click the home page and get information</div> <div>The required fruit image is selected</div> </div>	<div> <div>Click Classify to proceed</div> <div>The fruit is classified</div> <div>Display output (Nutritional values)</div> </div> <div> <div>The user select the fruits and click classify</div> <div>The fruit name will display</div> <div>The nutritional values of the fruits will be displayed</div> </div>	<div> <div>Search for additional information</div> <div>User Experience</div> <div>Rating</div> </div> <div> <div>The user search for additional information like benefits</div> <div>User can give their feedback</div> <div>The user can give rating in 5 star out of 5</div> </div>
<div>  Interactions What interactions do they have at each step along the way? <ul style="list-style-type: none"> People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects would they use? </div>	<div> <div>Traditional media, social media, word of mouth</div> <div>The user interact with other through social media</div> <div>Nutritional analysis of fruit in the website or app</div> </div> <div> <div>The customer gets information from others</div> <div>Free trial landing page</div> </div>	<div> <div>User may sign in either in website or in app</div> <div>The user fill the required details in the website</div> <div>Create password for security purpose</div> </div> <div> <div>User can get user data about the website in the home page</div> </div> <div> <div>Verification code can be sent to email or through email</div> </div>	<div> <div>Interactive environment</div> </div>	<div> <div>User can select the image according to their needs</div> <div>Use this to maintain user's old diet</div> </div>	<div> <div>The additional information makes the user to feel satisfied</div> <div>The user can give their feedback and reviews</div> <div>Rating improves user retention</div> </div>
<div>  Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...") </div>	<div> <div>Help me to learn how this</div> <div>It is easy to search</div> <div>Help me to understand what nutritional analysis is all about</div> </div>	<div> <div>Help me to securely login to the site</div> <div>Helps to guide me</div> <div>Helps me to have a secure access</div> </div>	<div> <div>Helps me to easily access the website</div> <div>Helps me to get information of the website</div> <div>Helps me to directly select the image</div> </div>	<div> <div>Helps me to classify the fruits</div> <div>Helps me to identify the name of that fruit image</div> <div>Helps me to have a balanced diet</div> </div>	<div> <div>Helps me to get additional information of the fruit</div> <div>Helps me to know about the usage</div> </div>
<div>  Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? </div>	<div> <div>Happy</div> <div>The user is interested in searching</div> <div>The user feels excited</div> </div>	<div> <div>The user gets motivated to live a healthy life</div> <div>The user feels secure</div> </div>	<div> <div>Direct login makes may user to feel happy</div> <div>The easy way of selection of fruit make more user happy</div> </div>	<div> <div>The user gets fulfilled their requirement</div> <div>The accurate nutritional values of fruit gives confidence</div> </div>	<div> <div>The user gets motivation</div> <div>Positive feedback makes the user to continue usage of the website</div> <div>High rating gives satisfaction to the user</div> </div>
<div>  Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming? </div>	<div> <div>The user feel busy to search</div> <div>The user may have trust issue</div> <div>The user may feel frustrated</div> </div>	<div> <div>Some user may have login issue which makes them angry</div> <div>Some people forget their Password</div> </div>	<div> <div>The user may have login issue</div> <div>The missing of fruit image makes the user to feel angry</div> </div>	<div> <div>The missing of required fruit image will make them to feel unsatisfied</div> <div>The incorrect detection of fruit make the user dissatisfied</div> <div>Inaccurate result makes customer frustrated</div> </div>	<div> <div>Some user don't want to give review</div> <div>Negative feedback confuse the user</div> <div>Low rating makes the user unsatisfied</div> </div>
<div>  Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested? </div>	<div> <div>Suggest trying an additional advertisement</div> <div>Give the user extra credits to detect more nutritional values</div> </div>	<div> <div>Using social media in every process</div> <div>Using OTP verification makes the process easier</div> </div>	<div> <div>Providing easy way to search</div> <div>Create user friendly website</div> </div>	<div> <div>Make it as group of people to use it</div> <div>Providing additional information of fruit</div> </div>	<div> <div>Providing more attractive review form</div> <div>Make sure time in detecting the fruit</div> </div>