

CUSTOMER JOURNEY MAP

AI POWERED NUTRITION ANALYSER FOR FITNESS ENTHUSIASTS

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

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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?

Knowledge

can learn about a variety of fortified dietary products

Learning

Learn about varied dietary intake in a rich approach.

Login

They will log in if they are an old user.

Register

They will register if they are a new user.

Workout Schedule

Fitness

Enhanced user awareness

Queries

Feedback

References

There will be a password-remembering option.

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?

PEOPLE

People can view the table of contents and the profiles.

PLACES

They may be downloaded and installed through the Google Play Store, the App Store, and other stores.

THINGS

tablets, laptops, smartphones, and PCs

Will provide personal data

Successful

simple procedures to finish the task

Will provide food images

Will provide diet chart

Will provide nutrition content in the food

User can provide feedback and reviews about the app

The added information leaves the user feeling satisfied.

Goals & motivations

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

Prediction of nutrition and fitness events

Getting app information

To validate the accuracy of food

Diet plans for various features vary.

Easy interaction with customer

This makes it simple for customers to calculate food's calories and protein content.

Support to feel assured about what to accomplish and which of these persons is the guide

aids in maximising the wellness of this new app.

helps to feel accepted and happy about my decision to participate in this practise.

spreads the word about a fantastic tour or warns about and offers criticism for a less than stellar one.

helps to remember the past actions

aids in determining what could be done next.

Positive moments

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

Looking through possibilities and imagining yourself on each trip is enjoyable, much like buying experiences.

enthusiasm about the app

The current payment flow is fairly basic and straightforward.

Many individuals have told us that the email reminders were necessary, especially if they made their reservations well in advance.

People are usually very confident in our guides when they meet them because of how wonderful they are.

Due to their extraordinarily high interaction rate, we believe that consumers appreciate these recommendations.

Negative moments

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

As they browsed, several folks referred to "information overload."

At this stage, some people admit to having some commitment anxiety.

Concern about the diet plan

People felt discomfort about discovering their guide in a public setting.

Sometimes individuals are paired with members they don't particularly like.

Customers claim to be review fatigued.

People say it's difficult to leave a review.

Areas of opportunity

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

By eliminating the need to click on them, make comparisons simpler.

In order to minimise information overload, provide a shorter summary.

How can we make our guides stand out (for instance, by donning a standout hat or shirt colour)?

How might we make it clear that tipping is appreciated but not necessary?

Could we A/B test different language to see what changes response rates?

How might we progressively disclose the full review so that each step feels more simple?