

Project Design Phase-II

CUSTOMER JOURNEY

Date	15 October 2022
Team ID	PNT2022TMID33008
Project Name	Project - AI-Powered Nutrition Analyzer for Fitness enthusiasts
Maximum Marks	4 Marks

User journey

by the Design Team at Innovation Initiative 90

People

2-5

Time

30 min

Difficulty

Beginner

1 Phases

Highlight where your user needs to accomplish their start to finish

Decided to be fitness

wants to know the nutritional value of the food

Getting nutritional value

Intake nutrition food

2 Steps

Describe actions your user has to perform

avoid unhealthy foods

Easily identify the healthy food to intake

Capture the image of the food

The nutrition value will be accurate

3 Feelings

What your user might be thinking and feeling at the moment

👍

👎

Diet recommendation

Complicate interface

Personalized plan

Needs to update often

Food database includes lot of details

Frustration

Tracks fitness to factor into your calorie budget

Inadequacy

4 Pain points

Problems your user runs into

Challenge to use fitness and nutrition app

updates can be inconsistent

lot of time consumed

Tracking Challenges

5 Opportunities

Potential improvements or enhancements to the experience

Interface as extremely easy to use

Frequently update

Quick and Precise output

Calorie tracking will be accurate