Project Design Phase - II Customer Journey Map

Team ID: PNT2022TMID49091

Project Name: Nutrition Assistant Application

Analyzing the nutritional value s of foods	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?
Steps What does the person (or group) typically experience?	Visit website registers in website by entering details	logs in takes photos of food upload food image analyzes image with Al model	gets knowledge about ingredients and nutrition values uploads other food images	logs out closes the website
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?	Index page of app Register page of app	Login page of app Dashboard of app Dashboard of app Dashboard of app	Dashboard of app Dashboard of app	Dashboard of app
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Help me to register to the nutrition web app	Help me to log in the web app Help me to take a snap of the food which I wants the nutritional values Help me to upload the existed food images Help me to analyze about the food which I want	Help me to get knowledge about my food Help me to avoid to eat the unhealthy foods	Help me to logged out from the web app
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Good User Interface Easy process of registration of new user	Exciting to log in Excitment about the food details Good User Experience		Motivates me to eat good nutritional valued foods Increases the knowledge about foods
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?		Confusing to enter passwords because of not showing the passwords option Unable to crop the food image which makes me frustated		
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Provide more user interface than itself	Provide multiple foods analyzing algorithms	Provide User's search history of foods which they want	Provide simpler summary to avoid abnormal nutritional valued foods