PROJECT DESIGN PHASE_II

CUSTOMER JOURNEY MAP

Date	14 October 2022
Project id	PNT2022TMID33582
Project name	AI-powered Nutrition Analyzer for Fitness Enthusiasts

Customer Journey Map:

Motivation	Awareness	Registration	Onboarding	Sharing

To stay fit	Searches online nutrition analyser for fitness enthusiant	Registers into site	Provides some information to enchance user preference	User needs to onboaard	Recomends to friends and others to use it.

	Clicks banner ads	Registration page / Login page	Dashboard page / Image upload page	Customer review page / Feedback page

Hard to stay motivatted	Hard to follow fitness and nutrition based diet	Lack of knowledge	Lack of technology	Comparing healthy people

Encouraging	Ads and compititions	Sign up page with different social media acconts	Teaching individuals	Publishing users outcomes in social media