AI Powered Nutrition Analyzer for Fittness Enthusiasts

PROJECT DESIGN PHASE II – **CUSTOMER JOURNEY MAP**   TEAM ID: **PNT2022TMID50689**

PERSONAL

Customer

SCENARIO

Customer, who needs to stay fit at home through virtually

Awareness → Consideration → Conversion → Customer service → Loyalty

User actions					
Search inf for a fitness solution	Browses e-commerce	Downloading the app	Uses debt card; credit card not accepted	Using live chat to ask help	Uses the app to workout
To get fit	To find the best app	To start working out		To resolve the issue	To exercise regularly

Touchpoints

Recommendation from friends, ppc ads

Landing page	Search bar	App store	Payment page
E-commerce	Category	Login page	Error message
Navigation	Product pages	Checkout page	

The app, social media review site

Emotions
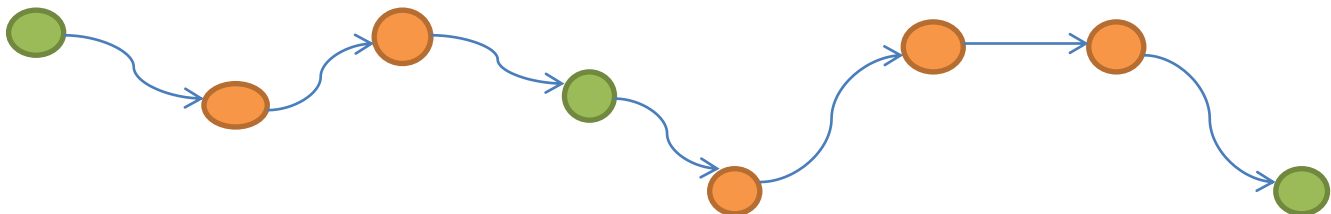
Pain points

To many steps to get to desire goal, confusing or boring web layout

Checkout page does not support all credit cards

No follow-up continuously

Possible solutions	Build more effective land page based on banner ad for specific product searches, build clear navigation links	Clarify checkout page to show accepted payment options, or work to support more payment methods	Schedule to be announced fastly