# Entice

**SCENARIO**

**Browsing, booking,attending,andratingalocalcitytour**

Howdoessomeoneinitiallybecomeawareofthisprocess?

# Enter

What do peopleexperience as theybegintheprocess?

# Engage

Inthecoremomentsin the process, whathappens?

# Exit

What do peopletypicallyexperience

astheprocessfinishes?

# Extend

Whathappensaftertheexperienceisover?

**Steps**

Personalizedoffer forregularassessment

Recommendfriends processto make use ofthe

website

**Browsefooditem'snutrition**

Gradualprocess tonext level

Progress

**HEALTHIMPROVEMENT**

Every information willbe clearly displayed totheuser

The user get aclear idea aboutfooddiet

**Theuserwillknowabout thenutrients theyintakeinaday**

**Aproperhealthmaintaintip**

**LEARNING**

**KNOWLEDGE**

Whatdoestheperson(orgroup)typicallyexperience?

Every daythey feelyoung,energetic andconfident

They feel somechangesintheirroutine foodhabits and feelimprovementintheirdietplan

The customerwants to stayfit andhealthy.

They can acquireknowledge aboutvariousenrichedfooditems

They can learn aboutintake of food in ahealthyway

Theuserneedstotake a perfectimage of food whattheyeat

**Theappwillclassifythe**

**image after clickingthe**

**browsebutton**

## Interactions

“Leave a review”modal

windowwithintheprofile

on the website, iOSapp,

orAndroidapp

The customer looks forthe group or guide, oftenfrom a distance as theywalkcloser

Most common objectspeople interact withfood

relateditems

**Dashboardpage**

**Theyprovidealotofinformations**

The apps can beaccessed throughPCs, laptops, MobilePhones.

Userwillbeabletoview their progressanddashboard.

**People:**Whodotheyseeortalkto?

**Places:**Wherearethey?

**Things:**Whatdigitaltouchpointsorphysicalobjectswouldtheyuse?

## Goals&motivations

Help menot to feellethargic

We overcomethedrawbackand createnewprojects

Help me to havethe food with goodfeelings and noawkwardness

Help me feel goodaboutmydecision

**Help me make sure Idon't forget aboutmy**

**dailyschedule**

**Help me feelconfidentaboutmybody**

**HelpmecommittoDietschedule.**

The main motive istoavoidtheintakeofunhealthyfood

Help me see whatIhavetoeat

Helps the user tostay fit and healthy

At each step, what is a person’sprimarygoalormotivation?(“Helpme...”or“Helpmeavoid...”)

Theappprovidehealthinformation as well ashelp the users to obtaina expected results astheyfollowit

**Following dietchart is verybare- bones andsimple**

Peoplegenerally

wake up feelingrefreshed andinspired

We learn lotof new foodhabits

**Our guides tend to be sogood that people arereassuredwhenthey**

**eathealthy**

## Positivemoments

Whatstepsdoesatypicalpersonfind enjoyable, productive, fun,motivating,delightful,orexciting?

**Theywillsurelymiss their mostlikelyfood**

**They fell disgust asthey are unaware ofquantity of the foodhabits**

**People areunclearwhether a tip isnecessary,especially forseniorcitizens**

**We cantspent moremoney forlongtime**

**Sometimes peopleneglect their healthratherthanmaintaining**

## Negativemoments

What steps does a typical personfindfrustrating,confusing,angering,costly,ortime-consuming?

## Areasofopportunity

How might we make each stepbetter? What ideas do we have?Whathaveotherssuggested?

**Increasingtheinformationaboutvariousnutritiouscontent for userbenefts**

**Thecommonhealthissueslike**

**highbloodpressure,**

**Obesity**

**and diabetes will getreduced.**

Maintain a healthy diet to free from various disease

Be energetic and young always makes you feel happy