

Persona

Fitness enthusiast (all age group)

Scenario

Due to abundant resources online about fitness, tracking nutrition will become more challenging and inaccurate.

Motivation

Awareness

Registration

Onboarding

Sharing

User actions

To stay fit

Searches online
nutrition analyser
for fitness
enthusiast

Registers into
site

Provides some
information to
enchance user
preference

Users needs to
onboard

Recomends to
friends
and others to use it.

Touchpoints

Clicks banner ads

Registration page

Login page

Dashboard page

Image upload page

Customer review page

Feedback page

Emotions



Pain points

Hard to stay
motivatted

Hard to follow fitness
and nutrition based
diet

Lack of knowledge

Lack of Technology

Comparing Healthy
People

Possible Solutions

Encouraging

Ads and
competitions

Sign up page with
different social
media accounts

Teaching
individuals

Publishing users
outcomes in social
media