


Customer experience journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

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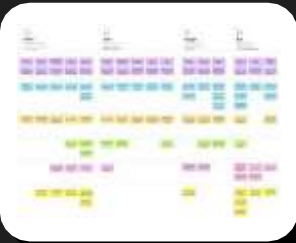
Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

Project Name: Nutrition Assistant Application

Team Id: PNT2022TMID41008

SCENARIO	Entice	Enter	Engage	Exit	Extend
Browsing, booking, attending, and rating a local city tour	<div>How does someone initially become aware of this process?</div>	<div>What do people experience as they begin the process?</div>	<div>In the core moments in the process, what happens?</div>	<div>What do people typically experience as the process finishes?</div>	<div>What happens after the experience is over?</div>
<div>Steps</div> <div>What does the person (or group) typically experience?</div>	<div>Users diet could be tracked</div> <div>Maintain users calorie value</div> <div>Customer can able to keep track of their diet</div> <div>Diabetes people can maintain their schedule</div>	<div>Better UI and responsive</div> <div>UX design is well structured</div>	<div>Enter their details</div> <div>View results</div>	<div>View their calorie value</div>	<div>Scheduling and maintaining Users diet</div>
<div>Interactions</div> <div>What interactions do they have at each step along the way?</div> <div><div>■ People: Who do they see or talk to?</div><div>■ Places: Where are they?</div><div>■ Things: What digital touchpoints or physical objects would they use?</div></div>	<div>Through app, People can interact with nutritional analyst.</div> <div>They can interact in this app using internet</div>	<div>People interact with the server and get the valid result</div> <div>By using app-camera we can scan the food.</div>	<div>Customers interact with UI to know about their nutritional value</div> <div>Customers will engage with the software</div>	<div>People interact with the server and get the valid result</div>	<div>Customers will follow the diet and lead a healthy life</div>
<div>Goals & motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div>To avoid the variety of diseases.</div> <div>Helps to learn the nutritional content of the food</div>	<div>Helps to get an idea of my daily food consumption</div> <div>Get information on his daily dietary intake</div>	<div>Help me assist in learning the nutritional content of the food</div> <div>Give proper diet suggestions</div>	<div>Help me get an idea of my daily food consumption</div>	<div>Help customers to assist how much calories they intake on daily basis</div>
<div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>Customer feels happy if he maintains a healthy diet</div> <div>He feels delightful to get a proper nutrition assistance</div>	<div>Customer gets motivated if he Find changes in his body condition</div> <div>He enjoys the change in his lifestyle</div>	<div>He feels delightful to get a proper nutrition Assistance</div> <div>Customer gets motivated if he eats low calorie food</div>	<div>He enjoys the change in his lifestyle</div>	<div>Customer feels delightful when he is better with his physic.</div>
<div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>They get disappointed if they don't see change in their body condition</div> <div>Users find it helpless if the calorie value is not accurate</div>	<div>Customers get unsatisfied if they get wrong diet suggestions</div> <div>They feel bored if they get the same recipes</div>	<div>They get disappointed if they don't see change in their body condition</div> <div>Users find it helpless if the calorie value is not accurate</div>	<div>Customers get unsatisfied if they get wrong diet suggestions</div>	<div>Customer feel frustrated if he doesn't see change in his health due to incorrect prediction</div>
<div>Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div>	<div>Detecting all the food that is nutritional or not.</div> <div>Accurate nutrition processing of the image</div>	<div>Customizable meal plan for an individual</div> <div>Identifying the Calories percentage in food</div>	<div>Accurate nutrition processing of the image</div> <div>Correct estimation of calories</div>	<div>Balanced diet plan</div>	<div>Suggest proper exercise to reduce weight</div>



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