

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.

Created in partnership with  Product School

[Share template feedback](#)

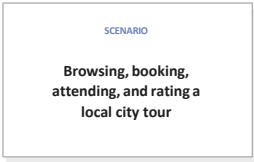













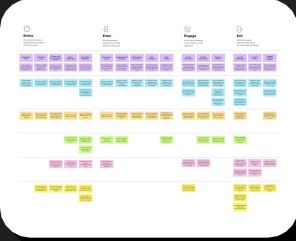
Document an existing experience

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-Nutrition Assistant Application

Team ID : PNT2022TMID50577

<div><p>SCENARIO</p><p>Browsing, booking, attending, and rating a local city tour</p></div>	<div><p>Entice</p><p>How does someone initially become aware of this process?</p></div>	<div><p>Enter</p><p>What do people experience as they begin the process?</p></div>	<div><p>Engage</p><p>In the core moments in the process, what happens?</p></div>	<div><p>Exit</p><p>What do people typically experience as the process finishes?</p></div>	<div><p>Extend</p><p>What happens after the experience is over?</p></div>
<div><p>Steps</p><p>What does the person (or group) typically experience?</p></div>	<div><div>Users diet could be tracked</div><div>Diabetes people can maintain their schedule</div><div>Maintaining users calorie value</div><div>Customer can able to keep track of their diet</div></div>	<div><div>UX design is well structured</div><div>Better UI and responsive</div></div>	<div><div>Enter their details</div><div>Upload image</div><div>View result</div></div>	<div><div>View their calorie value</div></div>	<div><div>Maintaining users diet</div></div>
<div><div><p>Interactions</p><p>What interactions do they have at each step along the way?</p><ul style="list-style-type: none">■ People: Who do they see or talk to?■ Places: Where are they?■ Things: What digital touchpoints or physical objects would they use?</div></div>	<div><div>user can interact with trainer</div><div>user can interact with dietcian</div><div>user can interact with bot</div></div>	<div><div>interact with web application</div><div>interacting with login and registration page</div></div>	<div><div>Customers will engage with the software</div><div>Customers interact with UI to know about their nutritional value</div></div>	<div><div>People interact with the web application and get the valid result</div></div>	<div><div>Customers will follow the diet and lead a healthy life</div></div>
<div><div><p>Goals & motivations</p><p>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</p></div></div>	<div><div>To avoid eating of junk foods</div><div>To avoid the variety of diseases</div><div>Help the user to eat nutritional content food</div></div>	<div><div>Help the user maintain the diet</div><div>Helps to get an idea of daily food consumption</div></div>	<div><div>Help the user to know the calories count in food</div><div>Give proper diet suggestions</div></div>	<div><div>Help me get an idea of my daily food consumption</div><div>Give proper diet suggestions</div></div>	<div><div>Help customers to assist how much calories they intake on daily basis</div></div>
<div><div><p>Positive moments</p><p>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p></div></div>	<div><div>Customer feels happy if he maintains a healthy diet</div><div>Customer feel more interested if they interact with other users</div></div>	<div><div>Customers enjoy the simple and optimized user interface</div><div>Customer get motivated if he find changes in their body</div></div>	<div><div>He feels delightful to get a proper nutritional assistance</div><div>If the customer eat low calorie food they are get motivated</div></div>	<div><div>He enjoys the change in his lifestyle</div><div>Customer get motivated if he find changes in their body</div></div>	<div><div>Customer feels delightful when he is better with his physic.</div></div>
<div><div><p>Negative moments</p><p>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</p></div></div>	<div><div>user feel unhappy if the trainer not response</div><div>Customer feels disappointed if it not much interactive</div><div>They get disappointed if the user body condition remain same</div></div>	<div><div>Customers get unsatisfied if they get wrong diet</div><div>Customers gets confused and frustrated if the user interface is not simple</div></div>	<div><div>If the calorie values are not accurate ,user get unsatisfied</div><div>They feel bored if they get the same recipes</div></div>	<div><div>Customers get unsatisfied if they get wrong diet suggestions</div><div>Customers gets confused and frustrated if the user interface is not simple</div></div>	<div><div>Customers gets confused and frustrated if the user interface is not simple</div></div>
<div><div><p>Areas of opportunity</p><p>How might we make each step better? What ideas do we have? What have others suggested?</p></div></div>	<div><div>Detect the food that have nutritional content or nor</div><div>Easy accessibility to all users</div></div>	<div><div>Identifying the calories percentage in food</div><div>Simple user friendly interface</div></div>	<div><div>Correct estimation of calories</div><div>Provide high nutrition diet</div></div>	<div><div>Balanced diet plan</div><div>Customisable meal plan for an individual</div></div>	<div><div>Suggest proper exercise to reduce weight</div></div>



Need some inspiration?
See a finished version of this template to kickstart your work.

[Open example](#)

