

CUSTOMER JOURNEY MAP

SCENARIO

A CUSTOMER USING AN FITNESS TRACKING APPLICATION

Entice

How does someone initially become aware of this process?

Enter

What do people experience as they begin the process?

Engage

In the core moments in the process, what happens?

Exit

What do people typically experience as the process finishes?

Extend

What happens after the experience is over?

Steps

What does the person (or group) typically experience?

Measuring Nutrition content

Most customers need to analyse their body fitness

Visit the Application

A customer navigates to fitness tracking app

Select the Age and Gender

The customers need to enter their age and gender

Enter your Current weight accordingly

The customer need to enter their weight

Enter your Height and calculate the BMI

The Customer need to enter their height and calculate the BMI

Login with credentials

Customer needs login with their email to use their progress

Choose the target weight to achieve

The Customer need set their target weight in website

Select the type of food diet to consume

Customer selects their food diet or based on their region

Set the amount of calories to be burnt

Customer needs to set the amount of calories burnt in a day

Set the workouts to be done

Customer needs set the work out of their progress

Select the regional food diet

Assign Carbs and Macro nutrients in the diet

Assign liquid food item intake

Set reminder for the intake

App automatically notifies the user and suggest reminder

Interactions

What interactions do they have at each step along the way?

- People: Who do they see or talk to?
- Places: Where are they?
- Things: What digital touchpoints or physical objects would they use?

Searching for a fitness solution

Browsing through appstore or playstore

Download the App

Using live chat to ask for help

Uses the App to workout

Uses the App to workout

getting the proper diet

Consuming the macro nutrients

Consuming the proper liquid food intake

Get Reminders/ Updates

App automatically notifies the users

Goals & motivations

At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

Healthy Breakfast

To get fit

To find a best app for their needs

To start Workout

to resolve the issues quickly

To exercise regularly

Personalized Experience

Intrinsic Motivation

Reward Yourself

Be Flexible

Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

It would be fun to view the noobie gains

It would make our skin glow due to excess sweating

Consists health condition and disease

Improve the overexposed condition of the body

Boost energy

Provides better sleep

Can be fun and social

Expansion in lung and good breath

Negative moments

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

Drop in energy after some period

Aches and Pains

Joint problems

No progression after some point of Period

Loss of consistency

cheat day

Loss in progress of burning the Maintenance

Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?

Keep stretching for a dynamic warmup

Do intervals

Change the diet plan weekly

Indulge in massage

eat protein before bed