

AI-powered Nutrition Analyzer for Fitness Enthusiasts

PROJECT DESIGN PHASE – II CUSTOMER JOURNEY MAP

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Persona

Customer

Scenario

Customer,who needs to stay fit at home through virtually.

Awareness

Consideration

Conversion

Customer service

Loyalty

User actions

Searchinf for a fitness solution

To get fit

Browses e-commerce website

To find the best app for their needs

Downloading the app

To start working out

Uses debit card; credit card not accepted

Using live chat to ask for help

To resolve the issue quickly

Uses the app to workout

To exercise regularly

Touchpoints

Recommendation from friends,social media,search engine,ppc ads

Landing page

E-commerce site

Navigation links

Search bar

Category page

Product pages

The app store

Login/sign-up page

Checkout page

Payment page

Error message

The app,social media,review sites

Emotions



Pain points

Too many steps to get to desire goal; confusing or boring web layout

Checkout page doesn't support all credit cards

No follow-up continously

Possible solutions

Build more effective landing page based on banner ad for specific product searches; build clearer navigation links and category pages

Clarify checkout page to show accepted payment options, or work to support more payment methods

schedule to be announced fastly