

Project Design Phase-II Customer Journey Map

Date	10 October 2022
Team ID	PNT2022TMID24576
Project Name	AI-powered Nutritional Analyzer for Fitness Enthusiasts
Maximum Marks	4 Marks

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
Actions What does the customer do? What information do they look for? What is their context?	Search for a nutritional recommend app in the play store	Signup for a new user profile of their own Fill the personal details to help track activities	Upload a pic of a food and find the nutrients in it Search for random food and see the nutrients	Share the app via social media Recommend app to family/friend
Needs and Pains What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>	Get the right nutritional suggestions Avoid eating foods without calculating the calories	Personalize the suggestions according to their activity Avoid generalized suggestions	Able to calculate the calorie intake Avoid referring a catalogue to find the nutritional content	Easy to share via a link
Touchpoint What part of the service do they interact with?	Installation of the app	Sign Up form Log In Form	Search bar in the app Image picker	Link to share
Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>				 