

Project Design Phase-II

Customer Journey Map

| | |
|---------------|---|
| Date | 12 October 2022 |
| Team ID | PNT2022TMID36947 |
| Project Name | AI-powered Nutrition Analyzer for Fitness Enthusiasts |
| Maximum Marks | Marks |

Reference : https://miro.com/app/board/uXjVPPAN5D8=?share_link_id=536711667416

Customer Journey Map:

| 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? | Check the nutrition content | Complete profile about user User knows about nutrition content any time Detailed view about particular food | Collecting information from user what they want to know Detailed analysis will be done based on given input Processing the input Nutrition Content of food is displayed | Website will be accurate Website will be user friendly |
| 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> | Accuracy Better if it would be free of cost | Help them to browse variety of foods Help them to know quality of food | Help them to give image input Help them to know how the analysis would be Help them to see the various layers in processing Help them to know about more facts about food | Helps know what is the next level Helps to know informative content |
| Touchpoint What part of the service do they interact with? | Information about nutritious quality food | It should reveal advantages in it It should give medicinal properties It should show the level of intake of particular food | User can give more inputs User experiences more analysis process By various layers accurate output will be generated User experiences additional facts about food | It has its own uniqueness It has more values and analyzes the quality |
| Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i> | 😊 | 😊 | 😬 | 😬 |
| Backstage | | | | |
| Opportunities What could we improve or introduce? | Providing various information for customer clarification | Improve efficiency | Image with additional values of food is given for best understanding of nutrition content | User experiences speed and accuracy with more quality of data |
| Process ownership Who is in the lead on this? | User and developer | User and developer | User and administrator | User miro |