












Project Design Phase - II

Customer Journey Map

Date	15-10-2022
Team Id	PNT2022TMID00893
Project Name	AI-powered Nutrition Analyzer for Fitness Enthusiasts

Customer Journey Map:

SCENARIO	Entice	Enter	Engage	Exit	Extend
AI-powered Nutrition Analyzer for Fitness Enthusiasts	 <p>Entice</p> <p>How does someone initially become aware of this process?</p>	 <p>Enter</p> <p>What do people experience as they begin the process?</p>	 <p>Engage</p> <p>In the core moments in the process, what happens?</p>	 <p>Exit</p> <p>What do people typically experience as the process finishes?</p>	 <p>Extend</p> <p>What happens after the experience is over?</p>
 <p>Steps</p> <p>What does the person (or group) typically experience?</p>	<p>Searches online nutrition analyzer for fitness enthusiasts</p> <p>Most of the people search in the web</p>	<p>Register User</p> <p>Provide Some information of user.</p>	<p>Capture the fruit</p> <p>Use this fruit image for image processing</p>	<p>Prompt for Review</p> <p>The user writes the review and star rating.</p>	<p>Display Some fruits details.</p> <p>the app display Some fruits details.</p>
 <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? 	<p>Find the nutrition in web, ios app or android app</p>	<p>Find the nutrition in web, ios app or android app</p>	<p>Find the nutrition in web, ios app or android app</p>	<p>Leave a review on the android app or ios app.</p>	<p>Find the nutrition in web, ios app or android app</p>
 <p>Goals & motivations</p> <p>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</p>	<p>Help me find the nutrition in the fruit</p>	<p>Help me make sure i have register</p>	<p>Help me make sure i have register</p>	<p>Help me improve the details</p>	<p>Help me improve the details</p>
 <p>Positive moments</p> <p>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p>	<p>It is really amazing.</p>	<p>Registration is very simple.</p>	<p>Process is so simple</p>	<p>Rating process is so simple</p>	<p>Process is so simple</p>
 <p>Negative moments</p> <p>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</p>	<p>People sometimes capture the low quality images of fruit.</p>	<p>Provide some platform for registration</p>	<p>Provide some image sample for search</p>	<p>People describe leaving a review.</p>	
 <p>Areas of opportunity</p> <p>How might we make each step better? What ideas do we have? What have others suggested?</p>	<p>Make it easier to find details for fruit</p>				