



CUSTOMER JOURNEY

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

Created in partnership with

Product School



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Project Name: Al-powered nutrition analyzer for fitness enthusiasts

PROCESS	WAKE -UP	BREAKFAST	WORK	WORK-OUT	DINNER	FREE TIME	SLEEP
CUSTOMER GOALS	Lean about Baby's development Morning Yoga/ stretching routine	Healthy breakfast Read news,trends	Find a good lunch Move around more frequently	Work-out is appropriate for stage of pregnancy Workout is tracked accurately	Healthy dinner for self View of entire day's calorie intake	What ever things i want to do Connect with friends & family	Get to bed at appropriate time Sleep Well
DIGITAL TOUCHPOINTS	Phone/Alarm clock Workout app/ Youtube	Recipe App/Mom Blog Calorie Counter	Phone/Fitness app Cafe Mom	Fitness tracker device Fitness tracker app	Recipe app Fitness app	Phone/text TV/Movies	Sleep Tracker Alarm Clock
CUSTOMER THOUGHTS	I am excited to find out about my baby's development	I am excited for the day by getting updated for the day ahead	i am bombarded by information all day-how do i know what is important for me and my baby	Fitbit tracking is great but ami going to change during my pregnancy	Why do i have to jump between apps, so annoying	I just want to relax	I love getting a good sleep
EMOTIONS	Excited, maybe still tired	Inquisitive, searching informaiton	Overwhelmed, busy, stressed	determined, driven & may be tired	Hungry	Happy , Relaxed	Tired , Asleep
IDEAS TO IMPROVE	App includes mom's health & baby health in 1 screen App displays "day plan"	App curates news/ media relevant to mom Allow opt for news/ update notificaitons.	App provides notifications on important "news"- no need to search	App uses workout data & pregnancy status to curate better workout plan	App day plan adjusts based on daily activity & events	App can pull in content on more than just pregnancy nursery design, baby tech, etc.	App should auto track sleep