

Customer Journey Map

Date	28 October 2022
Team ID	PNT2022TMID43802
Project Name	AI-powered nutrition analyzer for fitness enthusiasts
Maximum Marks	

<div>SCENARIO</div> <div>AI-powered Nutrition Analyzer for Fitness Enthusiasts</div>	<div></div> <div>Entice</div> <div>How does someone initially become aware of this process?</div>	<div></div> <div>Enter</div> <div>What do people experience as they begin the process?</div>	<div></div> <div>Engage</div> <div>In the core moments in the process, what happens?</div>	<div></div> <div>Exit</div> <div>What do people typically experience as the process finishes?</div>	<div></div> <div>Extend</div> <div>What happens after the experience is over?</div>
<div></div> <div>Steps</div> <div>What does the person (or group) typically experience?</div>	<div>Knowledge</div> <div>Exited about fitness journey</div>	<div>They got fear about given listed product</div> <div>Search the website</div> <div>Enroll the registration process</div>	<div>Login to his home page</div> <div>Give his password &amp; login</div> <div>Login to his home page</div>	<div>The process is completed</div>	<div>Common health offers</div>
<div></div> <div>Interactions</div> <div>What interactions do they have at each step along the way?</div> <div><div>■ <b>People:</b> Who do they see or talk to?</div><div>■ <b>Places:</b> Where are they?</div><div>■ <b>Things:</b> What digital touchpoints or physical objects would they use?</div></div>	<div>People</div> <div>Place</div> <div>Things</div>	<div>Have some personal oscillation</div> <div>Trust issue</div> <div>They provide lot of information</div>	<div>Idea</div> <div>Get proper guidance</div> <div>Additional surfing</div>	<div>Fell comfortable with the app</div>	<div>Suggest other use of the app</div>
<div></div> <div>Goals &amp; motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div>Free trail motivates people</div> <div>Health &amp; Goal</div>	<div>Gain more ideas</div> <div>Give access to the correct user</div>	<div>Make surfing easv</div> <div>Spread information to all</div>	<div>Progress</div> <div>Help to maintain healthy diet</div>	<div>Give easy tips</div> <div>Overcome many limitation</div>
<div></div> <div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>mesmerizing</div> <div>Easy to use</div>	<div>User get interested</div> <div>Plan</div>	<div>Spreading information to all kind if people</div> <div>Smooth usage</div>	<div>User feels satisfied</div> <div>Routine habit</div>	<div>The user get motivated</div> <div>Positive feed back</div>
<div></div> <div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>Login issue</div> <div>Hanging of app</div>	<div>Dissatisfied</div> <div>It take more time to adopt</div>	<div>Find information lagging</div>	<div>Frustrated because of incorrect information</div>	<div>Low rating</div>
<div></div> <div>Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div>	<div>Providing additional information</div>	<div>Provide extra information</div>	<div>Providing lot of image &amp; videos for user understanding</div>	<div>All can easily understand</div>	<div>Take time to detect the fruit</div>