

















CUSTOMER JOURNEY MAP

AI-powered Nutrition Analyzer for Fitness Enthusiasts

Team ID - PNT2022TMID35778

PHASES	FITNESS MOTIVATION				IMAGE CAPTURING				RECOGNITION AND ANALYZATION OF FRUITS				OUTPUT			
STEPS	decision to get fit	quitting unhealthy habits	keeping away from unhealthy foods	regular exercise	open the application	enable camera access	image capture	process the captured images	analyze the fruits	give the nutritional components as results	analyze the result	provide fitness plan	allow modifications			
GOALS AND MOTIVATION	to eat healthy foods	to get fit	to find a better solution		to identify the fruit	to analyze the fruit		to find the nutritional breakdowns	to compare the nutritional values		to find an effective diet plan	to exercise regularly				
POSTIVE FEELINGS		goal driven	optimistic approach			better analyzing ability	motivated		Satisfaction	ability to make better decision		content	dedicated approach			
NEGATIVE FEELINGS		low self esteem	doubtful			frustration	annoyed		overwhelmed	irritation		Stress	fatigue and confusion			
PAIN POINTS (PROBLEMS FACED)		Second thoughts	straying away from goal	lethargy		camera technical issues	low clarity and resolution	large number of images to capture		incorrect classification	excessive time delay	overload or lack of data		glitches in tracking	erroneous data display	loss of data
OPPORTUNITIES		well guided pathway	helpful platform	good support system		optimal use of camera resources	feature enhancement of images	multi object detection techniques		efficient classification algorithm	better model training	cache of frequently used data		optimized methods of data storage and retrieval	methods to keep data error-free	efficient system access