

PROJECT DESIGN PHASE-II

Customer/User Journey Map

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| Date | 10 October 2022 |
| Team Leader | T.MURALIKRISHNAN |
| Project Name | AI-POWERED NUTRITION ANALYZER FOR FITNESS ENTHUSIASTS |
| Maximum Marks | 4 Marks |

Customer Journey Map:

| Journey Steps Which step of the experience are you describing? | Details | Calculation | Suggestion | Notification |
|--|--|--|--|--|
| Actions What does the customer do? What information do they look for? What is their context? | Age Height Weight | Calorie Protein Fibre | weight loss weight gain How to maintain health | Follow schedule Follow nutrition Maintain water level |
| 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> | They know about their basic details Example: Height, Weight, Age and other medical issues | They know about their body calorie's They know about their body protein They know about their body fibre | Correct information for app Difficult in making diet Need correct suggestion | Notification on water level Make a scheduled nutrition for a day |
| Touchpoint What part of the service do they interact with? | chat bot Mail | Calculate daily food schedule Maintain nutrition level according to given details | Suggestion on food maintenance | Daily notification Based on given details |
| 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? | According to the user detail we are making | Correct calculation of | | Daily notification |
| Process ownership Who is in the lead on this? | User | Admin | Admin | Admin |