

## Customer experience journey map

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





## Al-Powered Nutritional Analyzer for Fitness Enthusiats

Scenario  Browsing,registering,plan selection,processing,rating	Entice  How does someone initially become aware of this process?	Enter  What do people experience as they begin the process?	Engage In the core moments in the process, what happens?	Exit  What do people typically experience as the process finishes?	Extend What happens after the experience is over?
Steps What does the person (or group) typically experience?	Search for websites or apps  Visit websites or app  View all the options  People who are interested in fitness search for websites on e or apps  they will visit the websites one by one  people will view all the options present in the app/website  they refer the plans for subscription	Start purchase of a plan  Complete payment and book plan  Customer go through the plan and select a plan  They will fill the credit card information or UPI  They will fill the credit card information or UPI  Confirm payment and book plan  Email confirmation  An email is immediately send to the customer and ask for verification  Customer verify the email	Capturing image of the fruit  User captures image of the fruit whatever they are going to eat  Check the clarity of the image and upload  After taking the image of the fruit user checks the clarity of the fruit if the picture is not good they can retake and upload the image the user they are going to eat  Check the clarity of nutrition content will be shown the image the user will be shown the nutrition content present in the fruit	Leave the website or app  After knowing the nutrition present in the fruit user will exit  exit  Prompt for review  After the first usage an email writes a review and give star rating out of 5	After the first usage the user will be shown a pop up to recommend the app to their friends for more free usage
Interactions What interactions do they have at each step along the way?  People: Who do they see or talk to?  Places: Where are they?  Things: What digital touchpoints or physical objects would they use?	Click the URL of the website using view plan option  View plans of the website using view plan option  View all the options using required options by clicking the plans	By clicking the purchase button, user can navigate to purchase plans  User need to fill the information by clicking the text box  User need to click the confirm option in the mail  User need to click the confirm option in the mail  User need to click the confirm option in the mail	Capturing the image of the fruit using capture button  If the picture is not clear they can retake the image using retake button  If the picture is clear, they can upload the image using upload button in the interface	User can exit the app or website by back option the two times  A review option is their reviews in the text box and can select the number of stars  User can write their reviews in the text box and can select the number of stars	User can share the application using share option in the mail
Goals & motivations  At each step, what is a person's primary goal or motivation?  ("Help me" or "Help me avoid")	Help me for getting proper diet plan  give the exact nutrient present in the fruit	Confirm me for this plan this payment part without too much hassle the plan that it want to do next that my purchase is fnallzed and tell me what to do next that my purchase is fnallzed and tell me what to do next that my purchase is fnallzed and tell me what to do next that my purchase is fnallzed and tell me what to do next that my purchase is fnallzed and tell me what to do next that my purchase is fnallzed and tell me what to do next that my purchase is fnallzed and tell me what to do next that my purchase is fnallzed and tell me what to do next that my purchase is fnallzed and tell me what to do next that my purchase is fnallzed and tell me what to do next that my purchase is fnallzed and tell me what to do next that my purchase is fnallzed and tell me what to do next that my purchase is fnallzed and tell me what to do next that my purchase is fnallzed and tell me what to do next that my purchase is fnallzed and tell me what to do next that my purchase is fnallzed and tell me what to do next that my purchase is fnallzed and tell me what to do next that my purchase is fnallzed and tell me what to do next that my purchase is fnallzed and tell me what to do next that my purchase is fnallzed and tell me what to do next that my purchase is fnallzed and tell me what to do next that my purchase is fnallzed and tell me what to do next that my purchase is fnallzed and tell me what to do next that my purchase is fnallzed and tell me what to do next that my purchase is fnallzed and tell me what to do next that my purchase is fnallzed and tell me what to do next that my purchase is fnallzed and tell me what to do next that my purchase is fnallzed and tell me what to do next that my purchase is fnallzed and tell me what to do next that my purchase is fnallzed and tell me what to do next that my purchase is fnallzed and tell me what to do next that my purchase is fnallzed and tell me what to do next that my purchase is fnallzed and tell me what to do next that my purchase is fnallzed and tell me what to do next that my	help me to get correct value of nutrient present in the fruit  help me feel good about efficient website to recommend for others	Help me leave the app with good feelings and no awkwardness  Help me spread the word about a great app or website and feedback for one that was so good	Help me see what I ways to enhance my new diet
Positive moments  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	This app is very user friendly  Beginners can easily navigate  The user interface is very simple	Excitement about the fow is very bare-bones and simple Very secured payment  ("Here we go!")	The app is so good  It is very efficient  very quick in processing	Customer will leave this website with good impression  They feel great while leaving the website or app	We think people like these recommendations because they have an extremely high engagement rate
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Limited number of free trails  More adds poor people can't use	Trepidation about the purchase ("I hope this will be worth it!")	People find it difficult to capture the image of the fruit daily  Some times user forget to capture the image of the fruit  fruit	People describe leaving a review as an arduous process  We have very low review rates (15% of people review experiences and tours)  Customers report feeling review fatigue	
Areas of opportunity  How might we make each step better? What ideas do we have?  What have others suggested?	By giving adds in popular sites can bring the customer  initially providing free access can give more customer rate	Giving guided video helps the user  Giving subscription for less cost		Giving review pop ups with reward is good	sending greetings daily to the user helps the customers satisfaction