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**TIP**

As you add steps to the experience, move each these “Five Es” the left or right depending on the scenario you are documenting.

AI Powered **NUTRIONAL ANALYZER** for Fitness Enthusiasts

Team ID: PNT2022TMID41312

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

**SCENARIO**

**Browsing, booking, attending, and rating a local city tour**

## Steps

What does the person (or group) typically experience?

## 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?

**Entice**

How does someone initially become aware of this process?

**KNOWLEDGE**

**LEARNING**

**Browse food item's nutrition**

They can acquire knowledge about various enriched food items

They can learn about intake of food in a healthy way

The customer wants to stay fit and healthy.

User will be able to view their progress and dashboard.

The apps can be accessed through PCs, laptops, Mobile Phones.

# Enter

What do people experience as they begin the process?

**A proper health maintain tip**

**The user will know about the nutrients they intake in a day**

The user needs to take a perfect image of food what they eat

**The app will classify the**

**image after clicking the**

**browse button**

**They provide a lot of informations**

**Dashboard page**

# Engage

In the core moments in the process, what happens?

The user get a clear idea about food diet

Every information will be clearly displayed to the user

Most common objects people interact with food

related items

The customer looks for the group or guide, often from a distance as they walk closer

# Exit

What do people typically experience

as the process finishes?

**HEALTH IMPROVEMENT**

Progress

They feel some changes in their routine food habits and feel improvement in their diet plan

Every day they feel young, energetic and confident

“Leave a review” modal

window within the profile

on the website, iOS app,

or Android app

# Extend

What happens after the experience is over?

Personalized offer for regular assessment

Recommend friends process to make use of the

website

Gradual process to next

level

## Goals & motivations

**Help me make sure I don't forget about my**

**daily schedule**

**Help me feel confident about my body**

**Help me commit to Diet schedule.**

Help me not to feel lethargic

We overcome the drawback and create new projects

Help me to have the food with good feelings and no awkwardness

Help me feel good about my decision

The main motive is to avoid the intake of unhealthy food

Help me see what I have to eat

Helps the user to stay fit and healthy

At each step, what is a person’s primary goal or motivation? (“Help me...” or “Help me avoid...”)

## Positive moments

**Our guides tend to be so good that people are reassured when they**

**eat healthy**

**Following diet chart is very bare- bones and simple**

People generally

wake up feeling refreshed and inspired

We learn lot of new food habits

The app provide health information as well as help the users to obtain a expected results as they follow it

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

## Negative moments

**We cant spent more money for longtime**

**Sometimes people neglect their health rather than**

**maintaining**

**They will surely miss their most likely food**

**People are unclear whether a tip is necessary, especially for senior citizens**

**They fell disgust as they are unaware of quantity of the food habits**

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

**The common health issues like**

**high blood pressure,**

**Obesity**

**and diabetes will get reduced.**

**Increasing the information about various nutritious content for user benefts**



**Template**

[**Share template feedback**](https://muralco.typeform.com/to/CiqaHVat?typeform-source=app.mural.co)

## Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?

Maintain a healthy

diet to free from various diseases

Be energetic

and young

always which

makes you

### feel happy