






## Project Design Phase-II

### Customer Journey Map

|                     |   |  |  |   |  |  |
|---------------------|---|--|--|---|--|--|
|                     |   | Date   | 08 October 2022  |   |  |  |
|                     |   | Team ID  | PNT2022TMID48053   |   |  |  |
|                     |   | Project Name   | Project – Nutrition Analyzer for Fitness Enthusiastic  |   |  |  |
| Stage               | Awareness   | Consideration  | Decision   | Service   | Loyalty  |  |
| Customer Actions    | View our add from websites social medias and hear about from friends.   | Maximum Marks<br>Compare our performance with existing system and do research for improvement                  | 4 Marks<br>Try this fitness analyser application   | Receive Product<br>Read product documentation.  | Share Honest experience  |  |
| Touchpoints         | Modern Digital Platform,<br>Social media  | Website,<br>word of mouth  | Mobile application   | Chat bot,<br>Email  | Customer reviews sites   |  |
| Customer Experience | Interested,<br>Sceptical<br> | Inquisitive,<br>Excited<br> | Excited,<br>Exhilarated<br> | Frustrated<br> | Satisfied<br> |  |
| KPIs                | Take a survey on the number of people reached   | Recent website visitor's   | Application reach to the customer  | Product reviews by the customer product success rate  | Downfall rate,<br>customer satisfaction rate   |  |
| Business Goals      | Create awareness to the people who are fitness enthusiastic   | Take steps to increase new website visitors  | Increase application reach to the customer, online services  | Minimized waiting time, increased service for customers   | Maintain positive reviews,<br>increase Retention rate  |  |
| Team Involved       | Marketing.  | App development team   | Online development,<br>customer service,<br>digital marketing  | Product success and customer satisfaction   | Business development team,<br>app development team   |  |