

Project Design Phase-II
Customer Journey Map

Date	25 October 2022
Team ID	PNT2022TMID26133
Project Name	Project – Nutrition Assistant Application
Maximum Marks	4 Marks












Customer Journey Map:



NUTRITION ASSISTANT APPLICATION

TIP

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

SCENARIO Searching food, Finding nutritional values, Eating right foods.	 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?	<div>Watching ads</div> <div>Getting impressed by someone</div> <div>To achieve something</div> <div>Most people are aware of being healthy by watching ads</div> <div>Some people get impressed by how some people stay healthy</div> <div>People who want to achieve something but can't being unfit</div>	<div>Make entry</div> <div>Diet Chart</div> <div>Water Remainder</div> <div>Make entry of all activities</div> <div>following healthy diet chart</div> <div>Daily water remainder is sent to user</div>	<div>Checks weights</div> <div>Chooses goals</div> <div>Working it out</div> <div>The person first weighs himself! wanted to measure his/her current situation</div> <div>According to their weight he/she can choose goals</div> <div>Finally, working them out with a regular plan</div>	<div>Leaves feedback</div> <div>Awareness</div> <div>He/she leaves feedback for training</div> <div>He/she is aware of being healthy</div>	<div>Shares their journey with others</div>
 Interactions What interactions do they have at each step along the way? <ul style="list-style-type: none">■ People: Who do they see or talk to?■ Places: Where are they?■ Things: What digital touchpoints or physical objects would they use?	<div>Talk to people who are in same field of expertise</div> <div>Check websites for online videos</div> <div>Seeing actors/ actress</div>	<div>Adding their personal details like age, height, weight, etc.</div> <div>Creating account</div>	<div>Checks profile</div> <div>User interface</div>	<div>Feels confident</div> <div>Feels motivated</div>	<div>Recommendations by advertainment</div>
 Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	<div>To become fit</div> <div>To become healthy</div>	<div>Buy healthier foods</div> <div>Learn healthier cooking techniques</div>	<div>Learn about good nutrition</div> <div>Reduce the risk of developing chronic diseases</div>	<div>Satisfied</div> <div>Joyful</div>	<div>Got rid of unhealthy habits</div>
 Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<div>Looks good</div> <div>Physically active</div>	<div>Supports muscles</div> <div>Boosts immunity</div>	<div>Eat whole foods</div> <div>A litter of water everyday</div>	<div>Certain supplements can be healthy</div>	<div>Got used to healthy eating</div>
 Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<div>Can't afford expensive foods</div>	<div>Hard to keep up with program because He/she loses motivation</div>	<div>Sometimes nutritional values of food are not exact</div>	<div>Meeting calories goals are difficult</div>	<div>Following a routine of different recipes is hard</div>
 Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	<div>Load data faster</div> <div>Show new items</div>	<div>Motivational quotes</div>	<div>Minimize ads</div>	<div>Daily water tracker</div>	<div>Share User's</div>