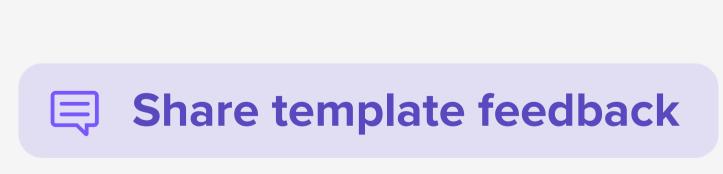
Customer experience Journey map

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 Product School



Entice

How does someone initially become aware of this process?

User can interact with

the portal to access

the various features

Help me in accessing

the website

The user wants to

conscious of his/her

calorie intake or wants to

follow a specific diet

suggested by their doctor.

User can interact with

people regarding thow to upload the

picture

Help in efficient Nutrition analysis of

the fruit

What do people

experience as they

begin the process?

Interacting

with the

login portal

Will the

nutrient

Once the user enter the

website he/she is

introduced to

registration process to

access the portal

Viewing the

accessing the portal

Will my

data be kept

safe

Accessing

the previous

nutritional

analysis

Will i have

Engage

happens?

In the core moments in the process, what

Entering the

user personal

details in the

portal

Help to

navigate

through the

website

The user can see the fruit being detected and the nutritional content analysis

Uploading

fruit images

Will the user get

personalized

predictions for

the entered data

Logging in to the portal

Will the

prediction will

be to my

understanding

predicted fruit nutritional content

Will the

predicted

information is

sufficient for

calorie intake

viewing the

After viewing the result the user will logout of the website

Possibilities

to view

previous

results

The user can

logout from

portal

What do people

typically experience

as the process finishes?

Based on the nutritional analysis the user can be mindful of his/her eating

Extend

What happens after the

experience is over?

The user may From the gained recommend information the user can make changes in his/ her day today life

habits

this website to known people

How to modify the deatils

Can the website be shared with others

When the user logs out of the

portal he/she is ensured that

the results are authentic and

is worth recommending for

friends and family

Previous results

Positive moments

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

What does the person (or group)

What interactions do they have at

People: Who do they see or talk to?

Things: What digital touchpoints or

physical objects would they use?

each step along the way?

Places: Where are they?

Goals & motivations

primary goal or motivation?

At each step, what is a person's

("Help me..." or "Help me avoid...")

typically experience?

Interactions

The website is found to be easily accessible and has a interactive user interface

The user might have

problem while

accessing the portal

The website stores the data provided securely

The user will get accurate and authentic predictions from the model

Understanding the

workflow might be

difficult

The user experiences easy accessibility of the portal

User may worry that

the prediction may

contain some errors

Where to

upload the

images

The user experiences that the prediction carried out results in the efficient usage of the portal

The user is satisfied with the result and that the data is stored efficiently

Has the user

logged out

successfully

Prediction should be accurate

should be viewable

Areas of opportunity How might we make each step

better? What ideas do we have?

The website can be made to support different platform and be available for larger

The registration

process might be

lengthy

Various algorithm can be used to ensure security of entered

The should not be

any third party usage

of the provided

details

Personalized suggestions can be given for the user

for various food items can be provided

User can also feel

that the prediction

process takes some

can also be provided

Timer for food intake

User queries must be

addressed

immediately

Various ways can be employed in getting the result

Ways to make the user journel out his.her experience

What steps does a typical person costly, or time-consuming?

Negative moments

find frustrating, confusing, angering,

What have others suggested?