

# User journey

by the Design Team of Accenture Interactive NL

## CUSTOMER JOURNEY MAP

### AI-powered Nutrition Analyzer for Fitness Enthusiasts

Team ID - PNT2022TMID19292




People  
2-9



Time  
30 min



Difficulty  
Beginner

Creating a user journey is a quick way to help you and your team gain a deeper understanding of who you're designing for, aka the stakeholder in your project. The information you add here should be representative of the observations and research you've done about your users. 

<div><div>1</div><div>Phases</div></div> <div>High-level steps your user needs to accomplish from start to finish</div>	<div>FITNESS MOTIVATION</div>	<div>SCANNING THE IMAGE</div>	<div>RECOGNITION AND ANALYZATION OF FRUITS</div>	<div>OUTPUT</div>
<div><div>2</div><div>Steps</div></div> <div>Detailed actions your user has to perform</div>	<div>Regular Exercise</div> <div>Keeping away from junk foods</div>	<div>Open the Application</div> <div>Enable camera access</div> <div>Image Capture</div>	<div>Diagnose the Fruits</div> <div>Give the nutritional component as result</div>	<div>Diagnose the Result</div> <div>Deliver fitness Plan</div> <div>Agree modifications</div>
<div><div>3</div><div>Feelings</div></div> <div>What your user might be thinking and feeling at the moment</div> <div><div>👍</div><div>👎</div></div>	<div><div>😊</div><div>Excises can always be fun.</div><div>Chemicals are bad</div></div>	<div><div>Better to check the calories in food</div><div>Motivated</div></div>	<div><div>Compensation</div><div>Ability to make better decision</div></div>	<div><div>Content</div><div>Dedicated Approach</div></div>
	<div><div>😞</div><div>Hard to find their food interests</div><div>Dubious</div></div>	<div><div>Annoyed</div></div>	<div><div>Overwhelmed</div></div>	<div><div>Stress</div><div>Confusion</div></div>
<div><div>4</div><div>Pain points</div></div> <div>Problems your user runs into</div>	<div>Abandoned away from goal</div> <div>Second thoughts</div>	<div>Web cam Technical Issues</div> <div>Low clarity</div> <div>More number of Images to capture</div>	<div>Time delay</div> <div>Lack of data</div>	<div>Error in tracking</div> <div>Loss of data</div>
<div><div>5</div><div>Opportunities</div></div> <div>Potential improvements or enhancements to the experience</div>	<div>Helpful platform</div> <div>Supported System</div>	<div>Optimal use of camera resources</div> <div>Feature enhancement of images</div>	<div>Useful classification algorithm</div> <div>Better model training</div>	<div>Steps to keep data error-free</div> <div>Necessary System access</div>