# Project Design Phase-II Customer Journey Map

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Team ID	PNT2022TMID32374
Project Name	Al-powered Nutrition Analyzer for Fitness Enthusiasts
Maximum Marks	

Reference: https://app.mural.co/t/dhivyaaks8019/m/dhivyaaks8019/1665830323100/7f70355ed972ea4dfd76f4dbba903c970eca7e38?sender=u3477938a6202834d91f70568

SCENARIO

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



How does someone initially become aware of this process?



What do people

experience as they

begin the process?

Enter registration

details and

Create password

In the core moments in the process, what happens?

TO R

Engage

### Exit

What do people typically experience as the process finishes?

#### **Extend**

Searches you did

appear in search

history

In history user can

get information about their searches

in future

What happens after the experience is over?



## Steps

typically experience?

What does the person (or group)

various websites according to their expectation home page of our website

Visit our website

Select any one

ontion from list of

navigated to the and login to access resources

A user can register

complete it Enter all necessary Create password details and verify the and click confirm given details

Fmail confirmation send to the registered

After login user is redirected to the dashboard

Login and

redirected to Dashboard

The dashboard has The fruit image is variety of options like given as input to get fruits, about us, output

Select fruit image

that you want

Four layers of image processing is done

Convolution process

The nutrition content is dispayed as a elaborate output

Output as nutrition

Click back to go out User can give the from the redirected views about the

Leave from the

application

Users can give

Rating in stars out

Help me to see what

#### What interactions do they have at

Interactions

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?

Nutrition section of

Guide and processes are explained briefly

User can nmunicate with u by our contact details

Help me to avoid

seeing ads

Registration page of ecurity purpose in login page

Help me to login with Help me to login with

gmail instead of fillng gmail instead of fillng

Verification mail car be sent through email or SMS

People can experience interactive

Help me to avoid

seeing irrelevant redirections

more options to get more information

There are list of

options in dashboard

Can redirect according to their information need

Help me to avoid

Review takes place after redirected from a page by user

User can write within

according to the experience and efficiency

User can rate

Complete history will be saved with user profie



#### At each step, what is a person's

Positive moments

Goals & motivations

primary goal or motivation? ("Help me..." or "Help me avoid...")

It have images,

videos describing

the website to create

more exitness

Peoples sometime

forget their

password

Help me to use this

t should display lot of options to experience better

Peoples sometime

experience

information overload

Help me to have

more fun and learn

It should have feedbacks about past experience of

Sometimes the

more time

loading consumes

Excitement about

necessary

improvements and

feedbacks

It will show several remainders about the application

The user can rate

the application

The application is very efficient

Help me to feel

secure of my

Our information helps user to search more effective

happy by knowing valuable information

Users feel very

Help me to

understand more

User gains happiness by the feature and information of nutrient

content

Help me to feel good

They gain more knowledge and lead healthy life by nutrient information

Help me to write

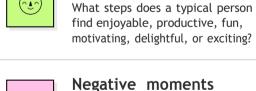
detaill information content

Help me to see

If additional feature

will be added it will be updated in future

After logout it will



# What steps does a typical person

find frustrating, confusing, angering, costly, or time-consuming?

Giving OTP for the

Providing simpler summary to avoid information overload Efficiency can

We should rectify the user problems

We should make

in searching

Users may confusing

Users can frustate due to time consumption

Some users don't want to give review

Some people rates

when they need when they need

Areas of opportunity

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

reduce time consumption

improvementst

We may provide options for easy search

We can make review as objective will encourage users to make review

environment more interactive

We can make