



Project Design Phase-II
Customer Journey Map

Date	08 October 2022
Team ID	PNT2022TMID32374
Project Name	AI-powered Nutrition Analyzer for Fitness Enthusiasts
Maximum Marks	

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

<div> <div>SCENARIO</div> <div>Browsing, booking, attending, and rating a local city tour</div> </div>	<div>  <h2>Entice</h2> <p>How does someone initially become aware of this process?</p> </div>	<div>  <h2>Enter</h2> <p>What do people experience as they begin the process?</p> </div>	<div>  <h2>Engage</h2> <p>In the core moments in the process, what happens?</p> </div>	<div> <h2>Exit</h2> <p>What do people typically experience as the process finishes?</p> </div>	<div> <h2>Extend</h2> <p>What happens after the experience is over?</p> </div>
<div>  <h3>Steps</h3> <p>What does the person (or group) typically experience?</p> </div>	<div> <div>Browse websites</div> <div>Visit our website</div> <div>Choose registration</div> <div>Most users refer various websites according to their expectation</div> <div>A user will be navigated to the home page of our website</div> <div>A user can register and login to access resources</div> </div>	<div> <div>Enter registration details and complete it</div> <div>Create password and enter</div> <div>Email confirmation</div> <div>Enter all necessary details and verify the given details</div> <div>Create password and click confirm</div> <div>An verification mail is send to the registered mail id and then you can login</div> </div>	<div> <div>Login and redirected to Dashboard</div> <div>There are list of options in dashboard</div> <div>Select fruit image that you want</div> <div>Convolution process</div> <div>Output as nutrition content</div> <div>After login user is redirected to the dashboard</div> <div>The dashboard has variety of options like fruits,about us, description</div> <div>The fruit image is given as input to get output</div> <div>Four layers of image processing is done</div> <div>The nutrition content is dispayed as a elaborate output</div> </div>	<div> <div>Leave from the redirected page</div> <div>User Experience</div> <div>Ratings</div> <div>Click back to go out from the redirected page</div> <div>User can give the views about the application</div> <div>Users can give Rating in stars out of 5</div> </div>	<div> <div>Searches you did appear in search history</div> <div>Features</div> <div>Logout</div> <div>In history user can get information about their searches in future</div> <div>If additional feature will be added it will be updated in future</div> <div>After logout it will show you logged out successfully</div> </div>
<div>  <h3>Interactions</h3> <p>What interactions do they have at each step along the way?</p> <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>	<div> <div>Nutrition section of website</div> <div>Select any one option from list of choices</div> <div>Guide and processes are explained briefly</div> <div>User can communicate with us by our contact details</div> </div>	<div> <div>Registration page of website</div> <div>Password for security purpose in login page</div> <div>Verification mail can be sent through email or SMS</div> </div>	<div> <div>People can experience interactive environment</div> <div>Can experience more options to get more information</div> <div>Can redirect according to their information need</div> </div>	<div> <div>Review takes place after redirected from a page by user</div> <div>User can write within the review</div> <div>User can rate according to the experience and efficiency</div> </div>	<div> <div>Complete history will be saved with user profile</div> </div>
<div>  <h3>Goals & motivations</h3> <p>At each step, what is a person’s primary goal or motivation? (“Help me…” or “Help me avoid…”)</p> </div>	<div> <div>Help me to use this app</div> <div>Help me to have more fun and learn new things</div> <div>Help me to avoid seeing ads</div> </div>	<div> <div>Help me to login with gmail instead of filling information every time</div> <div>Help me to login with gmail instead of filling information every time</div> <div>Help me to feel secure of my personal information</div> </div>	<div> <div>Help me to avoid seeing irrelevant redirections</div> <div>Help me to understand more better</div> <div>Help me to avoid irrelevant ads</div> </div>	<div> <div>Help me to feel good experience</div> <div>Help me to write wonderful comments</div> </div>	<div> <div>Help me to see what i done before</div> <div>Help me to see detaill information content</div> </div>
<div>  <h3>Positive moments</h3> <p>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p> </div>	<div> <div>It have images, videos describing the website to create more exitness</div> <div>It should display lot of options to experience better</div> <div>It should have feedbacks about past experience of users</div> </div>	<div> <div>Excitement about experiencing the website</div> <div>It will show several reminders about the application</div> <div>The application is very easy to understand and it is very efficient</div> </div>	<div> <div>Our information helps user to search more effective</div> <div>Users feel very happy by knowing valuable information</div> </div>	<div> <div>User gains happiness by the feature and information of nutrient content</div> <div>They gain more knowledge and lead healthy life by nutrient information</div> </div>	
<div>  <h3>Negative moments</h3> <p>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</p> </div>	<div> <div>Peoples sometime forget their password</div> <div>Peoples sometime experience information overload issue</div> <div>Sometimes the loading consumes more time</div> </div>	<div> <div>The user give necessary improvements and feedbacks</div> <div>The user can rate the application</div> </div>	<div> <div>Users may confusing in searching</div> <div>Users can frustate due to time consumption</div> </div>	<div> <div>Some users don't want to give review</div> <div>Some people rates less</div> </div>	<div> <div>Users use the history when they need</div> <div>Users use the history when they need</div> </div>
<div> <h3>Areas of opportunity</h3> <p>How might we make each step better? What ideas do we have? What have others suggested?</p> </div>	<div> <div>Giving OTP for the password issue</div> <div>Providing simpler summary to avoid information overload</div> <div>Efficiency can reduce time consumption</div> </div>	<div> <div>We should rectify the user problems</div> <div>We should make improvementst</div> </div>	<div> <div>We may provide options for easy search</div> </div>	<div> <div>We can make review as objective will encourage users to make review</div> </div>	<div> <div>We can make environment more interactive</div> </div>