



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



Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

SCENARIO	Entice	Enter	Engage	Exit	Extend
Offers nutrition tracking, meal plans, recipes and workouts	How does someone initially become aware of this process?	What do people experience as they begin the process?	In the core moments in the process, what happens?	What do people typically experience as the process finishes?	What happens after the experience is over?
<div>Steps</div> <div>What does the person (or group) typically experience?</div>	<div>knowledge through social media</div> <div>To make them fit and healthy</div> <div>Suggestion from experienced people</div> <div>people want to know the caloric value of the food they intake</div>	<div>Simple and straightforward user interface</div> <div>User can explore the app. Try to figure out their Diet chart.</div>	<div>Scan a picture</div> <div>View the calorie values</div> <div>Enjoy their diet</div> <div>According to their BMI, customer can get a diet chart.</div> <div>Customer can view the caloric value for the uploaded food image.</div> <div>User can take the picture of food and upload the image to know the caloric value.</div>	<div>Customer can get the calorie value as soon as they uploaded the image of the food.</div> <div>Get the calorie value</div>	<div>Maintain the diet chart</div> <div>Once the customer get the calorie value, according to the BMI, they get a diet chart and they maintain the diet plan.</div>
<div>Interactions</div> <div>What interactions do they have at each step along the way?</div> <div><div>■ People: Who do they see or talk to?</div><div>■ Places: Where are they?</div><div>■ Things: What digital touchpoints or physical objects would they use?</div></div>	<div>Interaction with a web page.</div> <div>Interaction with browsers.</div>	<div>Interaction with the home page.</div> <div>Interaction with a UI Login page. If they already registered.</div> <div>Interaction with a registration page if they are new user.</div> <div></div>	<div>People interact with a interface to knowing about the food nutrition value easily.</div> <div>Interacts with result page using the image upload. The user will being struggle with the software.</div>	<div>People interacts with a server.</div> <div>People will get the experience with the decent running server and get the valid result.</div>	<div>people will follow the good nutrition value food and they get the good experience.</div>
<div>Goals & motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div>To consume the healthful diets and maintain healthy body weights</div> <div>Improve the physical, mental and social development</div>	<div>help me to know the calories of food</div> <div>Give the time to plan the exercise/workout.</div>	<div>Please assist me in learning the nutritional content of each meal.</div> <div>It shows the caloric value of the uploaded picture.</div> <div>It gives diet suggestions according to the BMI given.</div> <div>Customer should follow the diet plan.</div> <div>Customer maintain his daily nutritional consumption.</div>	<div>Customer get an idea about his daily food consumption.</div> <div>Obtain information regarding his daily dietary intake.</div>	<div>Learn how much food he consumes each day.</div> <div>To maintain regularly he may feel healthier.</div>
<div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>Customer feel more enjoyable and excited if it's free to use.</div>	<div>Motivate users to use this app over time could help them better achieve their goals</div>	<div>The customer will be happy to maintain proper diet plan in their meal.</div> <div>Customer feel delightful to have a nutritional guidelines.</div> <div>User feels joyful to know the calorie value of the food they intake.</div>	<div>Customer motivated that how vital nourishment is to our physical well-being.</div> <div>Customer are enjoyable to its taken the exact nutrition value food to avoid obesity.</div>	<div>After using it, Customer are delighted and feel better with physic.</div>
<div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>A Customer feels upset if a application charges to utilize</div>	<div>Some users may confusing about using this application.</div>	<div>When the caloric value of the food is incorrect, it will be helpless to the user.</div> <div>If the value is inaccurate, it redirects the user's health.</div>	<div>Customer feels unsatisfied when they get the inaccurate value and follows improper diet.</div>	<div>With the inaccurate value, customer feel frustrated.</div>
<div>Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div>	<div>Easy to accessibility to all customer.</div> <div>Nutritional value estimate.</div>	<div>An user friendly interface.</div> <div>calorie counter estimation.</div> <div>Offer a food diary to let you track what you eat.</div>	<div>Give food nutrition value image processing.</div> <div>Provide customizable meal plan for an individual.</div> <div>Provide high nutrition food list.</div>	<div>The exercise plan to reduce obesity.</div> <div>Balanced diet plan.</div>	<div>Diet chart to maintain plan regularly.</div> <div>To provide a news feed about low-calorie food.</div>