



# 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.

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AI Powered **NUTRITIONAL ANALYZER** for Fitness Enthusiasts  
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**TIP**  
As you add steps to the experience, move each theme from left to right depending on the scenario you are documenting.

	<b>Entice</b> How does someone initially become aware of this process?	<b>Enter</b> What do people experience as they begin the process?	<b>Engage</b> In the core moments in the process, what happens?	<b>Exit</b> What do people typically experience as the process finishes?	<b>Extend</b> What happens after the experience is over?
<b>Scenario</b> Browsing, booking, attending, and rating a local city tour					
<b>Steps</b> What does the person (or group) typically experience?	<div>Knowledge: They can explore knowledge about a new city and its history.</div> <div>Learnings: They can learn about local food and healthy eating.</div> <div>Review and learn: They can learn about local food and healthy eating.</div>	<div>A proper health website is up.</div> <div>The user will have about the website that contains the website in a day.</div> <div>The user needs to have a website that contains the website in a day.</div> <div>The user needs to have a website that contains the website in a day.</div>	<div>The user gets a proper health website.</div> <div>Every interaction and the user's journey to the site.</div>	<div>HEALTH IMPROVEMENT</div> <div>Progress</div>	<div>Recommend: Recommend services to users via the website.</div> <div>Personalized: Personalized offer for next assessment.</div> <div>Gradual: Gradual process to next level.</div>
<b>Interactions</b> What interactions do they have at each step along the way? <ul style="list-style-type: none"><li>People: Who do they see or talk to?</li><li>Places: Where are they?</li><li>Things: What digital touchpoints or physical objects would they use?</li></ul>	<div>They can see the user's profile and the user's profile.</div> <div>They can see the user's profile and the user's profile.</div>	<div>They provide a list of information.</div> <div>Download page.</div>	<div>They can see the user's profile and the user's profile.</div> <div>They can see the user's profile and the user's profile.</div>	<div>They can see the user's profile and the user's profile.</div> <div>They can see the user's profile and the user's profile.</div>	
<b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	<div>Help me see the user's profile and the user's profile.</div> <div>Help me see the user's profile and the user's profile.</div> <div>Help me see the user's profile and the user's profile.</div>	<div>Help me see the user's profile and the user's profile.</div> <div>Help me see the user's profile and the user's profile.</div> <div>Help me see the user's profile and the user's profile.</div>	<div>Help me see the user's profile and the user's profile.</div> <div>Help me see the user's profile and the user's profile.</div>	<div>Help me see the user's profile and the user's profile.</div> <div>Help me see the user's profile and the user's profile.</div>	
<b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<div>The user can see the user's profile and the user's profile.</div> <div>The user can see the user's profile and the user's profile.</div>	<div>Following step: The user can see the user's profile and the user's profile.</div>	<div>The user can see the user's profile and the user's profile.</div> <div>The user can see the user's profile and the user's profile.</div>	<div>The user can see the user's profile and the user's profile.</div> <div>The user can see the user's profile and the user's profile.</div>	
<b>Negative moments</b> What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<div>They feel disgust as they are unaware of quality of the food habits.</div>	<div>They will surely miss their most likely food.</div>	<div>Sometimes people neglect their health habits from maintaining.</div>	<div>We can't spend more money for longtime.</div> <div>People are unclear whether a tip is necessary, especially for senior citizens.</div>	
<b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?	<div>Increasing the information about various nutrition content for user benefits.</div>		<div>The common health issues like high blood pressure, Obesity and diabetes will get reduced.</div>	<div>Maintain a healthy diet to free from various diseases.</div> <div>Be energetic and young always which makes you feel happy.</div>	