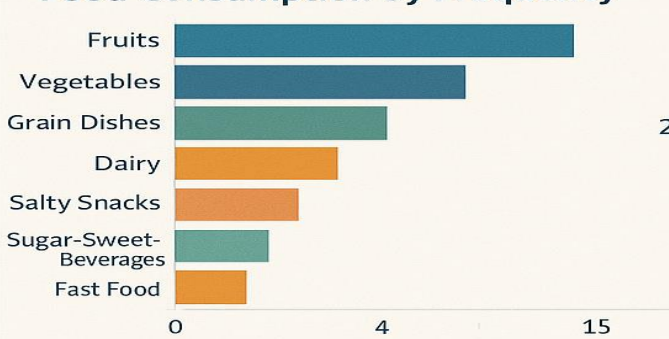
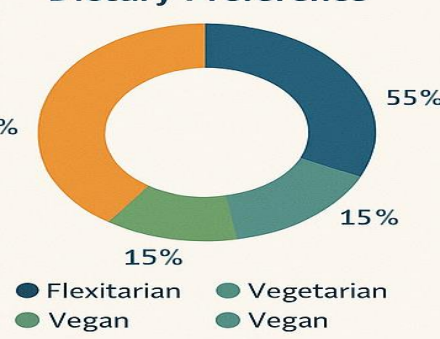



Customer Journey Map

College Food Choices Case Study

Customer Actions	Awareness	Consideration	Analysis	Opportunities																								
Becomes interested in understanding food choices	Explores eating habits and dietary preferences	Analyzes food choices and dietary patterns	Analyses food strategy	Educational campaigns on nutrition																								
<div><h3>Food Consumption by Frequency</h3><table><tr><th>Food Category</th><th>Frequency</th></tr><tr><td>Fruits</td><td>15</td></tr><tr><td>Vegetables</td><td>10</td></tr><tr><td>Grain Dishes</td><td>4</td></tr><tr><td>Dairy</td><td>3</td></tr><tr><td>Salty Snacks</td><td>2</td></tr><tr><td>Sugar-Sweet-Beverages</td><td>1</td></tr><tr><td>Fast Food</td><td>1</td></tr></table></div>			Food Category	Frequency	Fruits	15	Vegetables	10	Grain Dishes	4	Dairy	3	Salty Snacks	2	Sugar-Sweet-Beverages	1	Fast Food	1	<div><h3>Dietary Preference</h3><table><tr><th>Dietary Preference</th><th>Percentage</th></tr><tr><td>Flexitarian</td><td>55%</td></tr><tr><td>Vegetarian</td><td>15%</td></tr><tr><td>Vegan</td><td>20%</td></tr></table></div>		Dietary Preference	Percentage	Flexitarian	55%	Vegetarian	15%	Vegan	20%
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Customers Actions	Analyzes food choices and dietary patterns	Recognition of unhealthy patterns and deficiencies	Difficulty finding healthy alternatives	Opportunities <div></div>																								
Motivations Limited knowledge of current diet	Poor eating habits and imbalanced diet	Nutritional gaps and inadequate intake	Customize meal planning guides																									