






Dave's Journey Map



Persona: Dave, a Fitness Enthusiast

Scenario: Using a fitness app to track workouts and nutrition

Stages/Actions	App Download and Account Setup	Setting Fitness Goals	Logging Workouts	Tracking Nutrition	Reviewing Progress and Adjusting Goals
User Goals	Download the app and set up the account quickly and easily	Define clear and achievable fitness goals	Log workouts accurately and track progress	Track daily nutrition intake	Review progress and adjust goals
Expectations	Smooth download, simple setup	Easy goal-setting, personalized recommendations	User-friendly logging, detailed tracking	Comprehensive tracking, large food database	Clear progress tracking, easy goal adjustment
Process	Search app > Download > Open > Enter details > Create account	Open app > Navigate to the goals section > Set goals > Receive recommendations	Open app > Navigate to the workout section > Log details > Save workout	Open app > Navigate to the nutrition section > Log food intake > Monitor nutrition	Open app > Navigate to the progress section > Review progress > Adjust goals
Touch Points	App store, app interface	App interface, goal-setting module	App interface, workout logging module	App interface, nutrition tracking module	App interface, progress tracking module
Experience					
					
					
Pain Points	None	Confusing process, lack of recommendations	Lacks engagement and ease of use	None	Unclear progress tracking, difficult goal adjustment
Opportunities	How might we enhance the simplicity and efficiency of the setup process?	How might we provide a guided process and offer personalized recommendations?	How might we make the app more engaging and user-friendly?	How might we enhance providing a comprehensive and user-friendly nutrition tracking feature?	How might we provide clear visualizations, simplify goal adjustment, and add motivational features?