User Journey Map

NutriGen Journey Map: Transforming Nutrition With AI

STAGES	DISCOVERY	ONBOARDING	DAILY USAGE	. PROGRESS	RETENTION
GOALS	Find a solution for personalized nutrition guidance.	Set up a personalized nutrition plan.	Track meals, get AI-powered recommendations, monitor progress.	See tangible results in health and nutrition.	Sustain a healthy lifestyle and recommend NutriGen to others
ACTION	✅ Clicks on an ad or recommendation. ✅ Reads app reviews and features. ✅ Downloads NutriGen for a trial.	✅ Completes sign-up and profile setup. ✅ Answers questions about diet, fitness goals, allergies, and preferences. ✅ Explores the app's features and AI meal recommendations.	✅ Logs meals and snacks. ✅ Checks AI-generated meal recommendations. ✅ Adjusts meal plans based on real-life constraints.	✅ Reviews weekly progress reports. ✅ Adjusts diet plan based on feedback. ✅ Engages in community forums for motivation.	✅ Renews subscription or upgrades to premium. ✅ Shares success story on social media. ✅ Refers friends/family to NutriGen.
USER EMOTION	1. Curious, excited, but skeptical.	1. Engaged but slightly overwhelmed.	1. Motivated, sometimes frustrated	1. Encouraged when progress is visible, demotivated if slow progress.	1. Proud and satisfied (if goals are met), disengaged if results take too long.
PAIN POINTS	1. Too many generic nutrition apps, 2. unsure of NutriGen's unique value.	1. Long setup process, 2. concerns about accuracy.	1. Forgetting to log meals 2. , limited food database.	1. Lack of immediate results 2. , difficulty staying consistent.	1. Subscription costs, 2. loss of motivation.
EMOTIONS	Curious	Excited	Motivated	Frustrated	Proud
TOUCHPOINTS					
OPPORTUNITIES	1. Highlight AI-driven personalization, showcase success stories, offer a free trial.	1. Simplify onboarding, add progress bar, provide instant feedback on input data.	1. Gamify tracking, offer voice-based logging, expand food database.	1. Provide personalized tips, allow social sharing of progress, integrate wearable fitness trackers.	1. Offer milestone rewards, community challenges, loyalty discounts.

10:30

Skip

What is your goal?

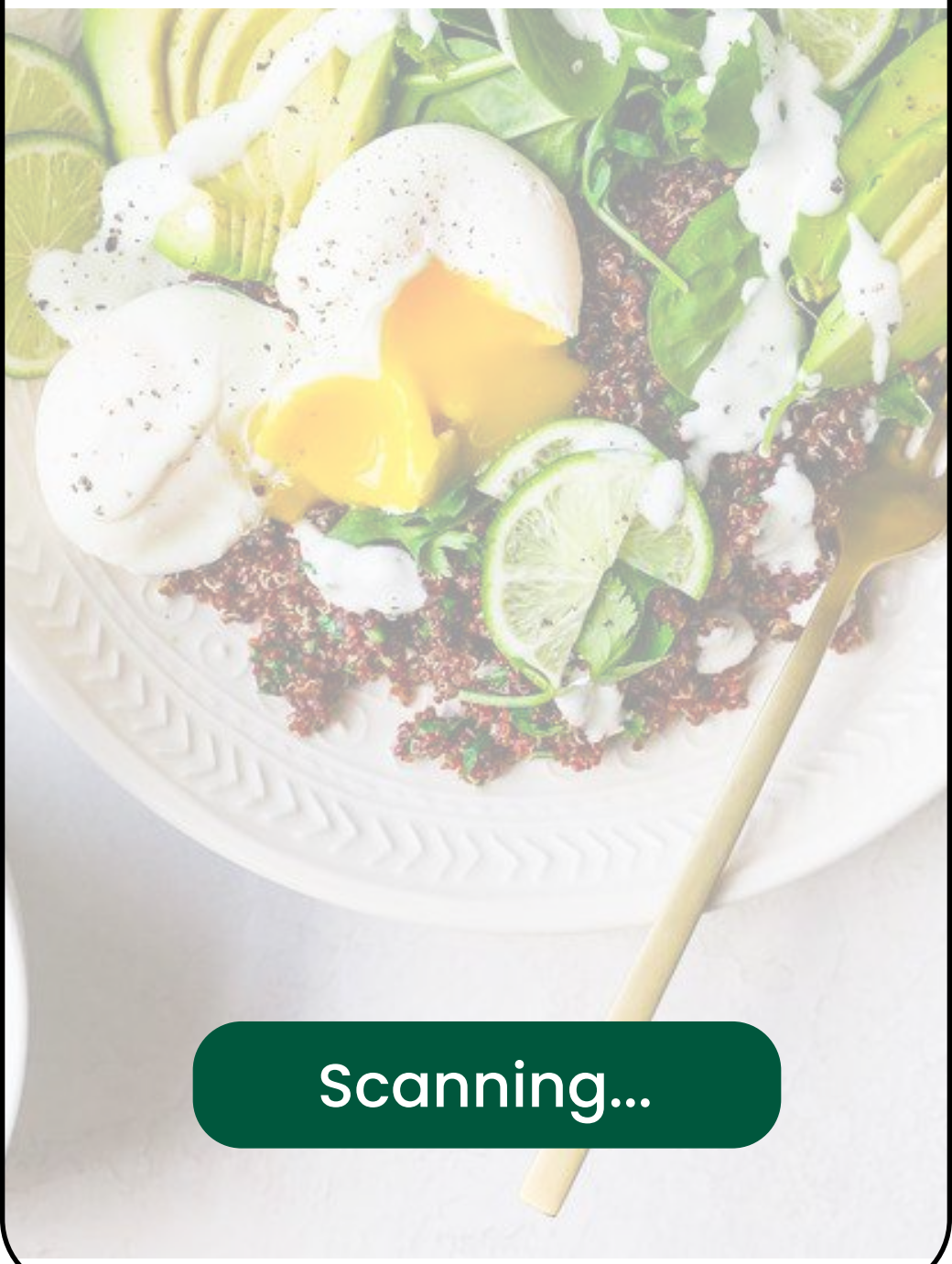
Knowing your goals help us tailor your experience

- Lose Weight
- Build Strength
- Gain Weight
- Reduce Stress
- Improve Health

Continue

9:41

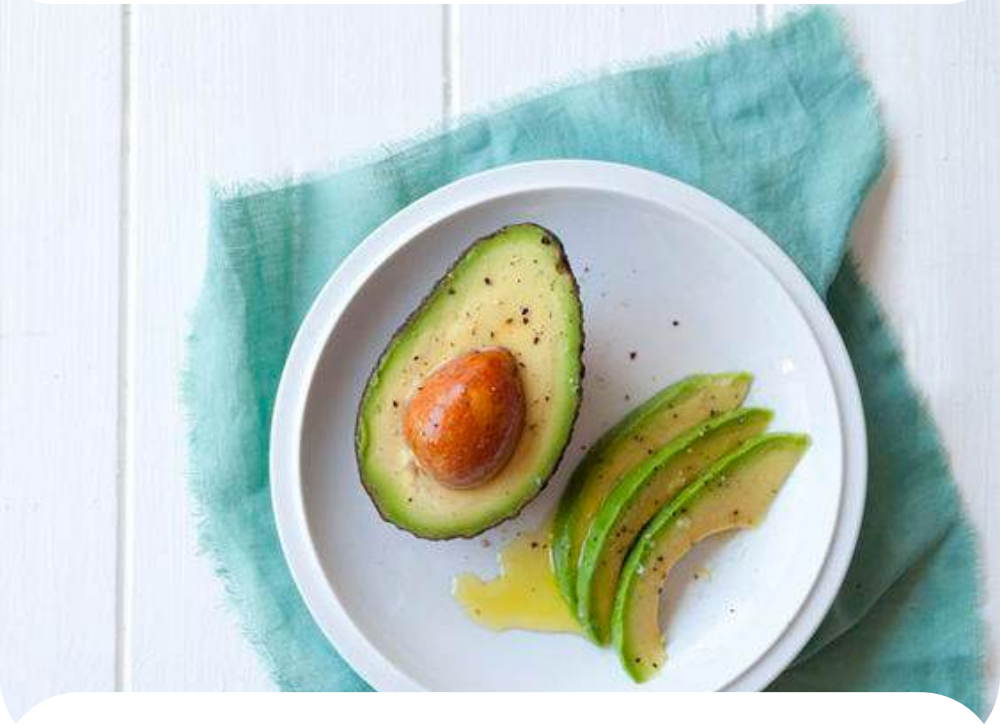
Analysis



Scanning...

9:41

Nutrition



Avocado Dish 100g

Nutrition value 457 cal

Protein	22g	
Carbs	1.8g	
Fat	19g	

Health body comes with good nutrition

Get good nutrition now!

9:41

Track your diet journey

2654
Daily Calories

1654
kcal available

890
Eaten

Favourite Product
+3 this week

Avocado
7 times

Eggs
7 times

Spinach
7 times

Meat
7 times

Favourite Brand
+3 this week

Garnier
7 times

Fruitify
7 times

Dr. Oats
7 times

SaladBox
7 times

Your health status
week

Mon tue wed thu fri sat sun

Proteins, Fats, Carbohydrates
week

Protein
70%

protein
70%

fats
70%