CJECT: UTILITIES MAP: CJM for Justime											
ersona name		AWARE	SEARCH	INSTALL	MAKE A PROFILE	CHAT WITH CHATBOT	ORDER	RECEIVE	ADJUST	FEEDBACK	DELETE
	User Goals	Substage title	Substage title	Substage title	Substage title	Substage title	Substage title	Substage title	Substage title	Substage title	Substage title
		Buy fitting clothes		Install the app to order new clothes	Enter preferences and measures to get an excellent experience	Find suitable clothing for an occasion and be advised.	Get new clothes	Get the right order	Wants to have adjusted clothing	Share positive and negative experiences with other (potential) customers.	Delete the app
	Touchpoints	Television, Social Media, Poster Advertisement	Google Play Store, App Store,		Арр	Арр	Арр	Parcel	Tailor	Google Play Store, App Store	
	Process	\longrightarrow		\longrightarrow	\longrightarrow						\longrightarrow
	Storyboard										
		Advertising 10 sec MOBILE APP News - Live	DASKS DA	just me		World MINSSAGE 10.20 AM					DELETE
	Experience										
	admiration cestasy interest surprise interest contempt contempt contempt interest contempt contem										
	Problems	-Reaching the target customer group	-Listing at the top	-App too big -Not enough recognition value	-Too inconvenientToo difficult or troublesome for the customer	-Chatbot understands wrong -No optimal recommendation -Technical errors	-Payment processing fails -Ordering of unavailable goods	-Late delivery -Delivery is damaged -Incorrect delivery address	-No uniform work by the tailors	-Only negative criticism -Criticism that cannot be improved	-Too many deinstallations