Project Design Phase-II
Customer Journey Map

Date	08 November 2022
Team ID	PNT2022TMID2245305
Project Name	Smart Fashion Recommender Application
Maximum Marks	4 Marks

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
Actions What does the customer do? What information do they look for? What is their context?	To explore trendy products at affordable price	join us to find fashionable products. / Secured payment and delivery. / For saving a new profile, very confidencial.	Save time thanks to chatbot usage. / No need to scroll all that is available in chatbot. / Coupons available on birth dates. / Secure checkout & easy delivery.	Confidencial? / Secure payment and remitances. / Availability of cool offers.
Needs and Pains What does the customer want to achieve or avoid? Tip: Reduce ambiguity, e.g. by using the first person narrator. Needs - Green Pains - Pink	I will be available with fashionable products at all times. / I may not get my desired products due to unavailability.	I will be notified with offers and deals. / I will be able to explore and purchase products with ease. / My personal information may be misused.	My shopping will be easier with chatbot. / I feel some of the products not delivered on time. / I can save money in transportation charges. / I'm struggling with excessive shipping costs.	I will be getting safe & guaranteed payment. / If I don't like the products. / It's easy for me to repack stuff.
Touchpoint What part of the service do they interact with?	Dashboard	Registration page / Email verification	Login page / User desired products are recommended / Product is delivered on time	User friendly UI / Return policy / Exciting offers
Customer Feeling What is the customer feeling? Tip: Use the emoji app to express more emotions	👗🧦📍🔍	✅😁👍	😍🥳🤩🥰	🎁😆📦💓
Backstage				
Opportunities What could we improve or introduce?	Providing trendy products and we will produce more and more satisfying products	Improvement of the security of the user's data by not sharing personal data with others.	Provide satisfactory delivery charges and enhance security for online payments.	Spending money on advertising our products
Process ownership Who is in the lead on this?	👩👨	👩👨	👩👨	(network icons)