

# SMART FASHION RECOMMENDER

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## Customer Journey Map:

Journey Steps Which step of the experience are you describing?	ENTICE How does someone initially get aware of this process?	ENTER What do people experience as they enter?	ENGAGE In the core moment in the process what happens?	EXIT What do people experience as they end the process?	EXTEND What happens as the process gets over?
<b>Actions</b> What does the customer do? What information do they look for? What is their context?		  	  	 	
<b>Needs and Pains</b> What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>	 	 	 		
<b>Touchpoint</b> What part of the service do they interact with?		  	 	 	
<b>Customer Feeling</b> What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>					
<b>Backstage</b>					
<b>Process ownership</b> Who is in the lead on this?					

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