Project Planning Phase
Customer journey map

Date	18October 2022
Team ID	PNT2022TMID39959
Project Name	Project -Smart Fashion Recommender Application
Maximum Marks	8 Mar

STAGES	AWARENESS	CONSIDERATION	DECISION		DELIVARY	& USE		LOYA
CUSTOMER ACTIVITIES	Here from friends, see offline or online ad, read from newspaper	Compare & evaluate alternatives	Add groceries to shopping cart	Make an order	Receiver or pickup an order	Contact customer service	Enjoy groceries	Orde orde
CUSTOMER GOALS	No goals at this point	Find the best solution to buy food	Find and select product easily	Order effortlessly	Receive or pickup an order effortlessly and when needed	Get help if problems appear, request for refund	Have the right and good quality ingredients	Repe custo expe
TOUCHPOINT	Word of mouth, traditional media, social media	Word of mouth, Website, bricks & mortar store, social media		Website, app, order confirmation email	Delivery service, packing, messages (email, sms)	Phone, Email, chat	Food products, packages, other materials	
CUSTOMER EXPERIENCE	☺ Interested	Curious ☺	Excited ☺	Frustrated ☹	Satisfied ☺	*Excited* ☺	Satisfied, excited ☺	
BUSINESS GOAL	Increases awareness and interest	Increases number of website visitors	Increases shopping cart values & conversion ratet	Increases online sales and conversion	Delivery on time and minimise waiting time	Increases customer service satisfaction, minimise waiting time	Make products to match expecations	
KIP's	Number of people reached	New website visitor's	Shopping cart value, conversion rate	Online sales, Conversion rate	On time delivery rate, average window	Customer service success rate, waiting time	Product reviews	
ORGANISATIONAL ACTIVITIES	Create marketing campaigns both offline and online	Create marketing campaigns and both offline and online	Optimize grocery shopping experience	Optimize online purchase funnel, order handling	Picking & delivery	Organize customer service	Develop products & product range	

RESPONSIBLE	Marketing & communication	Marketing & communication	Online development, Customer service	Online development, warehouse, logistics	Warehouse, logistics	Customer service	Product development, purchasing	
TECHNOLOGY SYSTEMS	CRM, analytics, programmatic buying platform, social media	CRM, analytics, CMS, marketing automation	CRM, analytics, CMS, ecommerce platform, PIM	CRM, analytics, CMS, ecommerce platform, PIM, inventory system, marketing automation	CRM, analytics, order & delivery system, marketing automation	CRM, analytics	CRM, analytics	