Project Design Phase-II
Customer Journey Map

Date	08 October 2022
Team ID	PNT2022TMID29381
Project Name	Project - Smart Fashion Recommender Application
Maximum Marks	4 Marks

SMART FASHION RECOMMENDATION APPLICATION

SCENARIO

Browsing, booking, attending, and rating a local city tour

Entice

How does someone initially become aware of this process?

Enter

What do people experience as they begin the process?

Engage

In the core moments in the process, what happens?

Exit

What do people typically experience as the process finishes?

Extend

What happens after the experience is over?

Steps

What does the person (or group) typically experience?

- **People:** Who do they see or talk to?
- **Places:** Where are they?
- **Things:** What digital touchpoints or physical objects would they use?

Entice	Enter	Engage	Exit	Extend
Search for a Clothes	**Start Purchasing the Products**	**Experience of Product Purchasing**	**Promote for reviews**	**Personalized Recommendation**
People are Searching New Clothes for their daily life.	After deciding to purchase a product , they click on Purchase button	Customer can tell their experience of shopping	After the product delivery, an email and in app notification prompt the Customers for the review	Customers can inform our backend recommendation system
Visit Website or APP	**Complete the Payment Information**		**Write and submit the Reviews**	**Personalized offers**
Instead of Visiting the Shops, they use Website, iOS app or Android app	They fill out their Contact and Credit Card details, then click Continue		Customer Writes a review and gives the stars-rating out of 5	Customer can tell which type of offers the need
Choose the Gender	**Confirm Payments**			**Personalized Suggestion after Purchase**
They Need to choose their Gender for Searching the Cloths	They see the Summary of what they are about to purchase			Customer can say any Suggestion to improve the services
Browse the New Arrival Cloths	**Email Confirmation**			
Browse their Needed Clothes	An email immediately sends to confirm their product			
View the Details about the Product	**Email Remainder**			
The Customer taps to View more. They see infomation about the product	One day Before it will remain the date and time of delivery			

Interactions

What interactions do they have at each step along the way?

Entice	Enter	Engage	Exit	Extend
Search bar of the Website, iOS app or Android app	Payment section of Website, iOS app or Android app	Direct interaction with the Chat bot	Customer"s email (software like Outlook or website like Gmail)	Recommendation span across website, iOS app or Android app
Using Chat Bot	Payment overlay within the website, iOS app or Android app	Common interaction with the customers using the chat bot	"Leave a review" model window within the profile on the website, iOS app or Android app	Customer's email (software like Outlook or website like Gmail)
Clothing section of Website, iOS app or Android app	Payment overlay within the website, iOS app or Android app			Post-Purchase screens website, IOS app or Android app)
Using Chat Bot	Customer's email (software like Outlook or website like Gmail)			
Clothing section of Website, iOS app or Android app	Customer's email (software like Outlook or website like Gmail)			
Using Chat Bot				
Clothing section of Website, iOS app or Android app				
Customer need to know all details about the Product				

Goals & motivations

At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

Entice	Enter	Engage	Exit	Extend
Help me to get this product	Help me commit to going on this product	Help me feel good about my decision to go on this product	Help me Spread the word about a great product watch-outs and feedback for one that was not so good	Help me see what i've done before
Help me have more fun with the Chat Bot	Help me get through this payment part			Help me see what I could be doing next
Help me avoid seeing the unrelated products	Help me feel confident that my purchase is finalized and tell me what to do next			Help me see ways to enhance my new products
Help me See What they have to offer	Help me feel confident that my purchase is finalized and tell me what to do next			
Help me Understand the Product	Help me make sure I don"t fogot about my purchase that I don"t want to be disappointed			

Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

Entice	Enter	Engage	Exit	Extend
Easy price comparison of the product	Excitement about the purchase ("Here we go!")	People love the product itself, we have a 98% satisfaction rating	People generally leave purchase feeling refreshed and inspired	People like looking back on their past purchase
It's fun to look at options and imagine doing each product	Current payment flow is very bare-bones and simple			
	We've heard from several people that the remainder emails were essential, especially if they booked way in advance			

Negative moments

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

Entice	Enter	Engage	Exit	Extend
Several people expressed "information overload" as they browse	Trepidation about the purchase ("I hope this will be worth it!")			
People express a bit of fear of commitment at this step				

Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?

U

Entice	Enter	Engage	Exit	Extend
Make it easier to compare and shop for experiences without having to click on them	Decrease Traffic facing by the customer	Providing more security		
Provide a simpler summary to avoid information overload	Related searching products using chatbot			