Project Design Phase-II
CUSTOMER JOURNEY MAP

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Smart Fashion Recommender Application

SCENARIO: Buying New fashion Clothes / Order, Track, Return	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?	Going to shop; Searching for New Fashion Clothes; Watch Review online — Most of the customers found clothes in big shops; People Need to stay with current fashion; Peoples Watch fashion related videos	Start purchase for Furniture; Confirm payment for dress; Email reminder — After deciding to buy clothes, they click the Purchase button; They fill out their contact and credit card information, then continue; Give day before the Dress receive a reminder email is sent to user	Order is arriving; Receiving product; Make a Trail on new Clothes — Customers get email a day before arriving; On the day customer receiving the product; wear the new clothes for size checking	Writing & submitting review; Take a pic with new clothes — The user writes a review and gives the tour a star rating out of 5; Share the images with friends and relatives	**Dress appears in the user profile**
Interactions — What interactions do they have at each step along the way? People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects would they use?	Ask about others for big shops; Check on Websites and Offline shops and stores; Watch Top trends dress collections	section of the website, iOS app, or Android app; Customer's email (software like Outlook or website like Gmail); Payment overlay within the website, iOS app, or Android app	Think about product quality; Check its right size	Look beautiful in new clothes; Feel motivated	Recommendations span across website, iOS app, or Android app
Goals & motivations — At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Help me see what they have to offer; Help me to Get more discounts; Help me to get new fashion clothes	Help me commit to Buying this clothes; Help me get through this payment part without too much hassle; Help me make sure I don't forget about my Orders	Help Me for door step delivery; Help me for new fashion	Help me with good feelings and no awkwardness	Help me see ways to enhance my new Look
Positive moments — What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Get clothes with more attractive; look younger than age	Current payment flow is very bare-bones and simple; We've heard from several people that the reminder emails were essential	People love the Clothes itself, we have a 98% satisfaction rating	People generally get self confident when put new clothes	We think people like these recommendations because they have an extremely high engagement rate
Negative moments — What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	doesn't found fit size clothes	Trepidation about the purchase ("I hope this will be worth it")	Sometimes receive wrong clothes	Customers report feeling review fatigue	
Areas of opportunity — How might we make each step better? What ideas do we have? What have others suggested?	Make it easier to compare and shop for experiences without having to click on them; More collection at one place	ADD Cash on delivery	How might we make our Collection for all sizes	How might we make it clear that tipping is appreciated but not necessary?	