|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| STAGE | AWARNESS | CONSIDERATION | DECISION | SERVICE | LOYALTY |
| CUSTOMER ACTIVITIES | View fashion products recommendations and pop ups | Compare Features and pricings | Buying products or Not | Chatbot to provide solutions to any problems if occured, Read Service *instructions and Online catalogue* | Recommend the experience to others |
| TOUCHPOINTS | Social Media,Other related sites | Social Media | Application,Official Website | Chatbot, Email | Social Media ,Playstore reviews and forums |
| CUSTOMER  EXPERIENCE | Delighted,Uninterested | Eager | Curious | Satisfied unsatisfied | Satisfied, Eager |
| KPIS | User Reviews | Number of users installed the app | Star Rating | Latency, Customer Service ratings, Increase the service performance | Produce positive feedbacks |
| RESPONSIBLE | Communications | Communications | Customer Service | Customer Service | Customer Service |

Timeline

Description automatically generated