

Project Design Phase-II Customer Journey Map

Date	08 October 2022
Team ID	PNT2022TMID01930
Project Name	Project - Smart Fashion Recommender Application
Maximum Marks	4 Marks

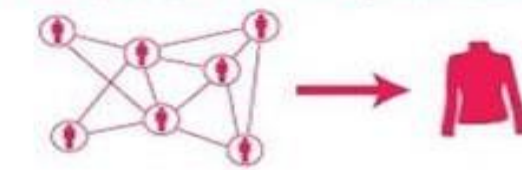
“FLASH SALE” DISCOVERY

Power product discovery and engagement by pushing daily, category-based, “Flash Sales.”



SOCIAL CURATION

Instead of editorially-driven merchandising, enable influencers to elevate and share products to influence purchase decisions.



LOCAL DISCOUNTS

Drive consumers into stores, via location-based discounts.



MOBILE LOYALTY PROGRAM

Re-engage and reward consumers by enabling them to earn discounts when they check-in to retail stores.



NATIVE FUNCTIONALITY

Take advantage of key features of the device, like providing consumers with a useful and engaging way to scan everyday objects, identify a color hue, and quickly find matching products.



MOBILE & RETAIL CONVERSION

The ultimate goal is to drive commerce from the mobile experience, as well as drive consumers into retail stores.



SMART FASHION RECOMMENDATION APPLICATION

<div><div>SCENARIO</div><div>Browsing, booking, attending, and rating a local city tour</div></div>	<div><div></div><div>Entice</div><div>How does someone initially become aware of this process?</div></div>	<div><div></div><div>Enter</div><div>What do people experience as they begin the process?</div></div>	<div><div></div><div>Engage</div><div>In the core moments in the process, what happens?</div></div>	<div><div></div><div>Exit</div><div>What do people typically experience as the process finishes?</div></div>	<div><div></div><div>Extend</div><div>What happens after the experience is over?</div></div>
<div><div></div><div>Steps</div><div>What does the person (or group) typically experience?</div></div>	<div><div>Search for a Clothes</div><div>Visit Website or APP</div><div>Choose the Gender</div><div>Browse the New Arrival Cloths</div><div>View the Details about the Product</div></div>	<div><div>Start Purchasing the Products</div><div>Complete the Payment Information</div><div>Confirm Payments</div><div>Email Confirmation</div><div>Email Remainder</div></div>	<div><div>Experience of Product Purchasing</div></div>	<div><div>Promote for reviews</div><div>Write and submit the Reviews</div></div>	<div><div>Personalized Recommendation</div><div>Personalized offers</div><div>Personalized Suggestion after Purchase</div></div>
<div><div></div><div>Interactions</div><div>What interactions do they have at each step along the way?</div><div><div>■ People: Who do they see or talk to?</div><div>■ Places: Where are they?</div><div>■ Things: What digital touchpoints or physical objects would they use?</div></div></div>	<div><div>Search bar of the Website, iOS app or Android app</div><div>Clothing section of Website, iOS app or Android app</div><div>Clothing section of Website, iOS app or Android app</div><div>Clothing section of Website, iOS app or Android app</div><div>Clothing section of Website, iOS app or Android app</div></div> <div><div>Using Chat Bot</div><div>Using Chat Bot</div><div>Using Chat Bot</div><div>Using Chat Bot</div><div>Customer need to know all details about the Product</div></div>	<div><div>Payment section of Website, iOS app or Android app</div><div>Payment overlay within the website, iOS app or Android app</div><div>Payment overlay within the website, iOS app or Android app</div><div>Customer's email (software like Outlook or website like Gmail)</div><div>Customer's email (software like Outlook or website like Gmail)</div></div> <div><div></div><div></div><div></div><div></div><div></div></div> <div><div></div><div></div><div></div><div></div><div></div></div>	<div><div>Direct interaction with the Chat bot</div><div>Common interaction with the customers using the chat bot</div></div>	<div><div>Customer's email (software like Outlook or website like Gmail)</div><div>"Leave a review" model window within the profile on the website, iOS app or Android app</div></div>	<div><div>Recommendation span across website, iOS app or Android app</div><div>Customer's email (software like Outlook or website like Gmail)</div><div>Post-Purchase screens website, iOS app or Android app</div></div>
<div><div></div><div>Goals & motivations</div><div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div></div>	<div><div>Help me to get this product</div><div>Help me have more fun with the Chat Bot</div><div>Help me avoid seeing the unrelated products</div><div>Help me See What they have to offer</div><div>Help me Understand the Product</div></div>	<div><div>Help me commit to going on this product</div><div>Help me get through this payment part</div><div>Help me feel confident that my purchase is finalized and tell me what to do next</div><div>Help me feel confident that my purchase is finalized and tell me what to do next</div><div>Help me make sure I don't forget about my purchase and I don't get disappointed</div></div>	<div><div>Help me feel good about my decision to go on this product</div></div>	<div><div>Help me Spread the word about a great product watch-outs and feedback for one that was not so good</div></div>	<div><div>Help me see what I've done before</div><div>Help me see what I could be doing next</div><div>Help me see ways to enhance my new products</div></div>
<div><div></div><div>Positive moments</div><div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div></div>	<div><div></div><div></div><div></div><div>Easy price comparison of the product</div><div>It's fun to look at options and imagine doing each product</div></div>	<div><div>Excitement about the purchase ("Here we are!")</div><div>Current payment flow is very bare-bones and simple</div><div></div><div>We've heard from several people that the reminder emails were essential, especially if they booked way in advance</div></div>	<div><div>People love the product itself, we have a 98% satisfaction rating</div></div>	<div><div>People generally leave purchase feeling refreshed and inspired</div></div>	<div><div>People like looking back on their past purchase</div></div>
<div><div></div><div>Negative moments</div><div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div></div>	<div><div></div><div></div><div>Several people expressed "information overload" as they browse</div><div>People express a bit of fear of commitment at this step</div></div>	<div><div>Trepidation about the purchase ("I hope this will be worth it!")</div></div>			
<div><div></div><div>Areas of opportunity</div><div>How might we make each step better? What ideas do we have? What have others suggested?</div></div>	<div><div>U</div><div></div><div>Make it easier to compare and shop for experiences without having to click on them</div><div>Provide a simpler summary to avoid information overload</div></div>	<div><div>Decrease Traffic facing by the customer</div><div>Related searching products using chatbot</div></div>	<div><div>Providing more security</div></div>		