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Customer Journey map

Pain

awareness

Project: Smart Fashion Recommender Application. solution through which you can directly do your online shopping based on your choice

Awareness Advocacy Consideration **Onboarding Purchase Feedback User actions** Selects Ready to buy view online Signup page page Product advertisement product product page **Gives Irating** Chooses Decides to See social chat online based shipping keep them options on checkout media option experience **Touchpoints** Social Cart E-commerce Search bar Customer confirmation Order site media review page confirmation Category Login/sign-up Banner **Navigation** Shipping page links page ad page **Emotions** points No follow-up Not good No Fake **Unfriendly** about product environment privacy products satisfaction Possible solutions Increase More likely **More Quality**

to purchase