**Project Design Phase-II**
**Customer Journey Map**

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|---|---|
| Date | 03 October 2022 |
| Team ID | PNT2022TMID07612 |
| Project Name | Project – Smart Fashion Recommender Application |
| Maximum Marks | 4 Marks |

| **Journey Steps**<br>Which step of the experience are you describing? | **Discovery**<br>Why do they even start the journey? | **Registration**<br>Why would they trust us? | **Onboarding and First Use**<br>How can they feel successful? | **Sharing**<br>Why would they invite others? |
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| **Actions**<br>What does the customer do? What information do they look for? What is their context? | To explore trendy products at affordable price | Join us to find fashionable products.<br>Secured payment and delivery.<br>For saving a new profile, very confidential. | Save time, thanks to chatbot usage.<br>No need to scroll all that is available in chatbot.<br>Coupons available on birth dates.<br>Secure checkout & easy delivery. | Confidentiality<br>Secure payment and remittances.<br>Availability of cool offers |
| **Needs and Pains**<br>What does the customer want to achieve or avoid?<br>*Tip: Reduce ambiguity, e.g. by using the first person narrator.*<br>*Needs - Green*<br>*Pains - Pink* | I will be available with fashionable products at all times.<br>I may not get my desired products due to unavailability. | I will be notified with offers and deals.<br>I will be able to explore and purchase products with ease<br>My personal information may be misused. | My shopping will be easier with chatbot.<br>I feel some of the products not delivered on time.<br>I can save money in transportation charges.<br>I'm struggling with excessive shipping costs. | I will be getting safe & guaranteed payment.<br>If I don't like the products.<br>It's easy for me to replace stuff. |
| **Touchpoint**<br>What part of the service do they interact with? | Dashboard | Registraion page<br>Email verification | Login page<br>User desired products are recommended<br>Product is delivered on time | User friendly UI<br>Return policy<br>Exciting offers |
| **Customer Feeling**<br>What is the customer feeling?<br>*Tip: Use the **emoji app** to express more emotions* | | | | |
| *Backstage* | | | | |
| **Opportunities**<br>What could we improve or introduce? | Providing trendy products and we will produce more and more satisfying products | Improvement of the security of the user's data by not sharing personal data with others. | Provide satisfactory delivery charges and enhance security for online payments. | Spending money on advertising our products |
| **Process ownership**<br>Who is in the lead on this? | | | | |