Project Design Phase-II Customer Journey Map

Date	03 October 2022		
Team ID	PNT2022TMID32664		
Project Name	Project – Smart Fashion Recommender Application		
Maximum Marks	4 Marks		

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
Actions 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 Secured fashionable payment and products. For saving a new profile, very confidential.	Save time, No need to scroll all that chatbot is available in chatbot. Chatbot. Save time, Save tim	Confidentialit Secure payment and remittances. Availability of cool offers
Needs and Pains What does the customer want to achieve or avoid? Tip: Reduce ambiguity, e.g. by using the first person narrator. Needs - Green Pains - Pink	I will be available with my desired fashionable products at all times. I may not get my desired products due to to unavailability.	I will be able to explore and information purchase may be products with ease misused.	My shopping will be easier with chatbot. I feel some of the products money in the excessive transportation on time. I can save money in with excessive transportation on charges.	I will be getting safe & If I don't like me to replace guaranteed p the products. ayment.
Touchpoint What part of the service do they interact with?	Dashboard	Registration Email page verification	Login page User desired product is product are recommende delivered on time	User friendly Return policy Exciting offers
Customer Feeling What is the customer feeling? Tip: Use the emoji app to express more emotions				T ***
Backstage				
Opportunities 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 Who is in the lead on this?				