





**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

<b>Journey Steps</b> Which step of the experience are you describing?	<b>Discovery</b> Why do they even start the journey?	<b>Registration</b> Why would they trust us?	<b>Onboarding and First Use</b> How can they feel successful?	<b>Sharing</b> Why would they invite others?
<b>Actions</b> What does the customer do? What information do they look for? What is their context?	<div data-bbox="533 355 638 478">To explore trendy products at affordable price</div>	<div data-bbox="810 355 907 462">Join us to find fashionable products.</div> <div data-bbox="934 355 1030 462">Secured payment and delivery.</div> <div data-bbox="1057 355 1153 462">For saving a new profile, very confidential.</div>	<div data-bbox="1214 355 1310 462">Save time, thanks to chatbot usage.</div> <div data-bbox="1337 355 1433 462">No need to scroll all that is available in chatbot.</div> <div data-bbox="1460 355 1556 462">Coupons available on birth dates.</div> <div data-bbox="1583 355 1680 462">Secure checkout &amp; easy delivery.</div>	<div data-bbox="1742 355 1839 462">Confidentiality</div> <div data-bbox="1865 355 1962 462">Secure payment and remittances.</div> <div data-bbox="1989 355 2085 462">Availability of cool offers</div>
<b>Needs and Pains</b> What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator. Needs - Green Pains - Pink</i>	<div data-bbox="468 555 564 662">I will be available with fashionable products at all times.</div> <div data-bbox="591 555 687 662">I may not get my desired products due to unavailability.</div>	<div data-bbox="810 555 907 662">I will be notified with offers and deals.</div> <div data-bbox="934 555 1030 662">I will be able to explore and purchase products with ease</div> <div data-bbox="1057 555 1153 662">My personal information may be misused.</div>	<div data-bbox="1214 555 1310 662">My shopping will be easier with chatbot.</div> <div data-bbox="1337 555 1433 662">I feel some of the products not delivered on time.</div> <div data-bbox="1460 555 1556 662">I can save money in transportation charges.</div> <div data-bbox="1583 555 1680 662">I'm struggling with excessive shipping costs.</div>	<div data-bbox="1742 555 1839 662">I will be getting safe &amp; guaranteed payment.</div> <div data-bbox="1865 555 1962 662">If I don't like the products.</div> <div data-bbox="1989 555 2085 662">It's easy for me to replace stuff.</div>
<b>Touchpoint</b> What part of the service do they interact with?	<div data-bbox="533 738 638 845">Dashboard</div>	<div data-bbox="869 738 965 845">Registration page</div> <div data-bbox="1021 738 1120 845">Email verification</div>	<div data-bbox="1261 738 1357 845">Login page</div> <div data-bbox="1406 738 1503 845">User desired products are recommended</div> <div data-bbox="1552 738 1648 845">Product is delivered on time</div>	<div data-bbox="1742 738 1839 845">User friendly UI</div> <div data-bbox="1865 738 1962 845">Return policy</div> <div data-bbox="1989 738 2085 845">Exciting offers</div>
<b>Customer Feeling</b> What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>				
<b>Backstage</b>				
<b>Opportunities</b> What could we improve or introduce?	<div data-bbox="432 1161 723 1260">Providing trendy products and we will produce more and</div>	<div data-bbox="835 1153 1126 1249">Improvement of the security of the user's data by not sharing</div>	<div data-bbox="1283 1161 1574 1257">Provide satisfactory delivery charges and enhance security for</div>	<div data-bbox="1765 1161 2067 1241">Spending money on advertising our</div>
<b>Process ownership</b> Who is in the lead on this?	