

DATE:	15/10/2022
TEAM ID:	PNT2022TMID39615
PROJECT TITLE:	SMART FASHION RECOMMENDER APPLICATION

CUSTOMER JOURNEY MAP

1 Phases <small>High-level stages your user moves to accomplish their goal. 1-5 min</small>	Awareness	Purpose	Search Process	Product evaluation
2 Steps <small>Interacts between your user needs to perform</small>	View online ad, see social media campaign, hear about from friends	Plan of action for bestowal to friends/family	Searches the product via online search engines. Clicks on the first ad result.	Opens the webpage to check the product details. Checks more products to compare the information.
3 Feelings <small>What you want to feel. 2 feelings and 1 feeling in this row.</small>	Fascinated	Happy and super excited.	Confused due to the availability of numerous options. Happy with the provided information.	Annoyed due to less information.
4 Pain points <small>Problems your user wants to fix</small>	Is not aware of all products. Doubts the value of the product.	Does not know where to start. Does not want to spend a lot of time on research.	Expected user-friendly search engine. More yet clear search results.	Sad to see out of stock products. Frustrated about reviews from other customer
5 Opportunities <small>Potential improvements or enhancements to the experience</small>	Empower word of mouth Extend marketing channels.	Offer comprehensive product data so that the user can make the decision with ease.	Work on providing better search results from queries. Work on providing a faster website speed and loading time.	Providing more discounts and incentives to first-time buyers.