









Project Design Phase-II Customer Journey Map

Date	03 October 2022
Team ID	PNT2022TMID05569
Project Name	Project - Smart Fashion Recommender App
Maximum Marks	4 Marks

SCENARIO Buying New fashion Clothes Order, Track, Return	Entice  How does someone initially become aware of this process?	Enter  What do people experience as they begin the process?	Engage  In the core moments in the process, what happens?	Exit  What do people typically experience as the process finishes?	Extend  What happens after the experience is over?
Steps  What does the person (or group) typically experience?	<div>Gone to shop</div> <div>Most of the customers found clothes in big shops</div> <div>Searching for New Fashion Clothes</div> <div>Peoples want to stay with current fashion</div> <div>Watch Review videos</div> <div>Peoples Watch fashion related videos</div>	<div>Start purchase for Functions</div> <div>After deciding to buy clothes, they click the Purchase button</div> <div>Confirm payment for dress</div> <div>They fit out their contact and credit card information, then continue</div> <div>Email reminder</div> <div>One day before the Dress receive a reminder email is sent to user</div>	<div>Order is arriving</div> <div>Customers get email a day before arriving</div> <div>Receiving product</div> <div>On the day customer receiving the product</div> <div>Make a Trial on new Clothes</div> <div>wear the new clothes for size checking</div>	<div>Writing & submitting review</div> <div>The user writes a review and gives the four a star rating out of 5.</div> <div>Take a pic with new clothes</div> <div>Share the images with friends and relatives</div>	Dress appears in the user profile
Interactions  What interactions do they have at each step along the way? <ul style="list-style-type: none"> People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects would they use? 	<div>Ask about others for big shops</div> <div>Check on Websites and Online shops and stores</div> <div>Watch Top models dress collections</div>	<div>section of the website, iOS app, or Android app</div> <div>Customer's email (software like Outlook or website like Gmail)</div> <div>Payment overlay within the website, iOS app, or Android app</div>	<div>Think about product quality</div> <div>Check its right size</div>	<div>Look beautiful in new clothes</div> <div>Feel motivated</div>	Recommendations span across website, iOS app, or Android app
Goals & motivations  At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	<div>Help me see what they have to offer</div> <div>Help me to get more discounts</div> <div>Help me to get new fashion clothes.</div>	<div>Help me commit to Buying this clothes</div> <div>Help me get through this payment part without too much hassle</div> <div>Help me make sure I don't forget about my Orders</div>	<div>Help Me for door step delivery</div> <div>Help me for new fashion</div>	Help me with good feelings and no awkwardness	Help me see ways to enhance my new Look
Positive moments  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<div>Get clothes with more attractive</div> <div>look younger than age</div>	<div>Current payment flow is very bare-bones and simple</div> <div>We've heard from several people that the reminder emails were essential</div>	People love the Clothes itself, we have a 98% satisfaction rating	People generally get self confident when put new clothes	We think people like these recommendations because they have an extremely high engagement rate
Negative moments  What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	doesn't found fit size clothes	Trepidation about the purchase ("I hope this will be worth it")	Sometimes receive wrong clothes	Customers report feeling review fatigue	
Areas of opportunity  How might we make each step better? What ideas do we have? What have others suggested?	<div>Make it easier to compare and shop experiences without having to click on them</div> <div>More collection all one place</div>	ADD Cash on delivery	How might we make our Collection for all sizes	How might we make it clear that tipping is appreciated but not necessary?	