Project Design Phase-II
Customer Journey Map

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Team ID	**PNT2022TMID05763**

Project Name	Project - Smart Fashion Recommender Application
Maximum Marks	4 Marks

SMART FASHION RECOMMENDATION APPLICATION

SCENARIO

Browsing, booking, attending, and rating a local city tour

Phase	Description
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?

Phase	Step	Detail
Entice	Search for a Clothes	People are Searching New Clothes for their daily life.
Entice	Visit Website or APP	Instead of Visiting the Shops, they use Website, iOS app or Android app
Entice	Choose the Gender	They Need to choose their Gender for Searching the Cloths
Entice	Browse the New Arrival Cloths	Browse their Needed Clothes
Entice	View the Details about the Product	The Customer taps to View more. They see information about the product
Enter	Start Purchasing the Products	After deciding to purchase a product, they click on Purchase button
Enter	Complete the Payment Information	They fill out their Contact and Credit Card details, then click Continue
Enter	Confirm Payments	They see the Summary of what they are about to purchase
Enter	Email Confirmation	An email immediately sends to confirm their product
Enter	Email Remainder	One day Before it will remain the date and time of delivery
Engage	Experience of Product Purchasing	Customer can tell their experience of shopping
Exit	Promote for reviews	After the product delivery, an email and in app notification prompt the Customers for the review
Exit	Write and submit the Reviews	Customer Writes a review and gives the stars-rating out of 5
Extend	Personalized Recommendation	Customers can inform our backend recommendation system
Extend	Personalized offers	Customer can tell which type of offers the need
Extend	Personalized Suggestion after Purchase	Customer can say any Suggestion to Improve the services

Interactions — What interactions do they have at each step along the way? (People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects would they use?)

Step	Interaction
Search for a Clothes	Search bar of the Website, iOS app or Android app / Using Chat Bot
Visit Website or APP	Clothing section of Website, iOS app or Android app / Using Chat Bot
Choose the Gender	Clothing section of Website, iOS app or Android app / Using Chat Bot
Browse the New Arrival Cloths	Clothing section of Website, iOS app or Android app / Using Chat Bot
View the Details about the Product	Clothing section of Website, iOS app or Android app / Customer need to know all details about the Product
Start Purchasing the Products	Payment section of Website, iOS app or Android app
Complete the Payment Information	Payment overlay within the website, iOS app or Android app
Confirm Payments	Payment overlay within the website, iOS app or Android app
Email Confirmation	Customer's email (software like Outlook or website like Gmail)
Email Remainder	Customer's email (software like Outlook or website like Gmail)
Experience of Product Purchasing	Direct interaction with the Chat bot / Common interaction with the customers using the chat bot
Promote for reviews	Customer's email (software like Outlook or website like Gmail)
Write and submit the Reviews	"Leave a review" model window within the profile on the website, iOS app or Android app
Personalized Recommendation	Recommendation span across website, iOS app or Android app
Personalized offers	Customer's email (software like Outlook or website like Gmail)
Personalized Suggestion after Purchase	Post-Purchase Screens 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…")

Step	Goal
Search for a Clothes	Help me to get this product
Visit Website or APP	Help me have more fun with the Chat Bot
Choose the Gender	Help me avoid seeing the unrelated products
Browse the New Arrival Cloths	Help me See What they have to offer
View the Details about the Product	Help me Understand the Product
Start Purchasing the Products	Help me commit to going on this product
Complete the Payment Information	Help me get through this payment part
Confirm Payments	Help me feel confident that my purchase is finalized and tell me what to do next
Email Confirmation	Help me feel confident that my purchase is finalized and tell me what to do next
Email Remainder	Help me make sure I don't foget about my purchase that I don't want things to get disappointed
Experience of Product Purchasing	Help me feel good about my decision to go on this product
Write and submit the Reviews	Help me Spread the word about a great product watch-outs and feedback for one that was not so good
Personalized Recommendation	Help me see what I've done before
Personalized offers	Help me see what I could be doing next
Personalized Suggestion after Purchase	Help me see ways to enhance my new products

Positive moments — What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

Step	Positive moment
Browse the New Arrival Cloths	Easy price comparison of the product
View the Details about the Product	It's fun to look at options and imagine doing each product
Start Purchasing the Products	Excitement about the purchase ("Here we go!")
Complete the Payment Information	Current payment flow is very bare-bones and simple
Email Remainder	We've heard from several people that the remainder emails were essential, especially if they booked way in advance
Experience of Product Purchasing	People love the product itself, we have a 98% satisfaction rating
Promote for reviews	People generally leave purchase feeling refreshed and inspired
Personalized Suggestion after Purchase	People like looking back on their past purchase

Negative moments — What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

Step	Negative moment
Browse the New Arrival Cloths	Several people expressed "Information overload" as they browse
View the Details about the Product	People express a bit of fear of commitment at this step
Start Purchasing the Products	Trepidation about the purchase ("I hope this will be worth it!")

Areas of opportunity — How might we make each step better? What ideas do we have? What have others suggested?

Step	Opportunity
Search for a Clothes	U
Browse the New Arrival Cloths	Make it easier to compare and shop for experiences without having to click on them
View the Details about the Product	Provide a simpler summary to avoid information overload
Start Purchasing the Products	Decrease Traffic facing by the customer
Confirm Payments	Related searching products using chatbot
Experience of Product Purchasing	Providing more security