





Project Design Phase-II
Customer Journey Map

Date	16 October 2022
Team ID	PNT2022TMID22495
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?	<div data-bbox="517 308 622 427">To explore trendy products at affordable price</div>	<div data-bbox="797 308 893 416">Join us to find fashionable products.</div> <div data-bbox="920 308 1016 416">Secured payment and delivery.</div> <div data-bbox="1043 308 1140 416">For saving a new profile, very confidential.</div>	<div data-bbox="1200 308 1296 416">Save time, thanks to chatbot usage.</div> <div data-bbox="1323 308 1420 416">No need to scroll all that is available in chatbot.</div> <div data-bbox="1447 308 1543 416">Coupons available on birth dates.</div> <div data-bbox="1570 308 1666 416">Secure checkout & easy delivery.</div>	<div data-bbox="1727 308 1823 416">Confidentiality</div> <div data-bbox="1850 308 1946 416">Secure payment and remittances.</div> <div data-bbox="1973 308 2069 416">Availability of cool offers</div>
Needs and Pains What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i> Needs - Green Pains - Pink	<div data-bbox="456 507 553 616">I will be available with fashionable products at all times.</div> <div data-bbox="580 507 676 616">I may not get my desired products due to unavailability.</div>	<div data-bbox="797 507 893 616">I will be notified with offers and deals.</div> <div data-bbox="920 507 1016 616">I will be able to explore and purchase products with ease</div> <div data-bbox="1043 507 1140 616">My personal information may be misused.</div>	<div data-bbox="1200 507 1296 616">My shopping will be easier with chatbot.</div> <div data-bbox="1323 507 1420 616">I feel some of the products not delivered on time.</div> <div data-bbox="1447 507 1543 616">I can save money in transportation charges.</div> <div data-bbox="1570 507 1666 616">I'm struggling with excessive shipping costs.</div>	<div data-bbox="1727 507 1823 616">I will be getting safe & guaranteed payment.</div> <div data-bbox="1850 507 1946 616">If I don't like the products.</div> <div data-bbox="1973 507 2069 616">It's easy for me to replace stuff.</div>
Touchpoint What part of the service do they interact with?	<div data-bbox="517 687 622 799">Dashboard</div>	<div data-bbox="853 687 949 799">Registration page</div> <div data-bbox="1005 687 1102 799">Email verification</div>	<div data-bbox="1245 687 1341 799">Login page</div> <div data-bbox="1397 687 1494 799">User desired products are recommended</div> <div data-bbox="1543 687 1639 799">Product is delivered on time</div>	<div data-bbox="1727 687 1823 799">User friendly UI</div> <div data-bbox="1850 687 1946 799">Return policy</div> <div data-bbox="1973 687 2069 799">Exciting offers</div>
Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>				
Backstage				
Opportunities What could we improve or introduce?	<div data-bbox="383 1090 741 1209">Providing trendy products and we will produce more and more satisfying products</div>	<div data-bbox="786 1090 1144 1209">Improvement of the security of the user's data by not sharing personal data with others.</div>	<div data-bbox="1200 1090 1659 1233">Provide satisfactory delivery charges and enhance security for online payments.</div>	<div data-bbox="1704 1090 2074 1185">Spending money on advertising our products</div>
Process ownership Who is in the lead on this?	