# Project Design Phase - 2
# Customer Journey Map

| Date | 08-10-2022 |
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| Team ID | PNT2022TNID49541 |
| Project Name | Smart Fashion Recommender Application |
| Maximum Marks | 4 Marks |

## User journey

By the Design Team of Accenture Interactive NL

People 2–9 · Time 30 min · Difficulty Beginner

Creating a user journey is a quick way to help you and your team gain a deeper understanding of who you're designing for, aka the stakeholder in your project. The information you add here should be representative of the observations and research you've done about your users.

**❶ Phases** — High-level steps your user needs to accomplish from start to finish

| App developing | choosing the right colour,size for their outfits | ordered through online with affordable price and budget. |
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**❷ Steps** — Detailed actions your user has to perform

| Internal trigger for a customer to go online shopping. | Browsing through the catalogue. | Making a purchase. | Customers can easily search for the products under any of the categories. | They can simply download an app, and start using it directly from the first day. | Users are intimated well in advance about any offers or discounts. | customers get pop up notifications on their screens. | The peoples gets shopping experience that by they get special occasion. | Tracking a order. |
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**❸ Feelings** — What your user might be thinking and feeling at the moment

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| Personalized experience. | Instant updates and Notification. | Mobile apps are a great way to reduce the cost with assured productivity. | It has unlimited boss bilties to engage customers in different dimensions. | push notifications is easy to purchase products. | users can check content without internet connection. | Easy communication with customers. | users can easily shop from the convenience of their homes. | Affordable prices and discounts. |
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| Apps will require regular updates. | Following Fashion trends can be costly. | Time could be better spent on other hobbies. | people may lose own characters by following fashion trends. | poor working conditions. | Difficulties in return and exchanging. | The customer cannot get the benefit of clearing doubts about the product. | The human touch to shopping is removed in e-commerce. | Delay in the Delivery. |
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**❹ Pain points** — Problems your user runs into

| lack of interaction. | Returning the product. | Hidden costs and shipping charges | Shipping times can be high. | Customers have concerns about privacy and security. | Lack of Deliveries | There is no guarantee for the quality of products. | Internet access is not universally available. | Spending too much time in online. |
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**❺ Opportunities** — Potential improvements or enhancements to the experience

| Collections of products. | patterns and prints on material can truly be a focal feature. | Plan the budgets based on sales data and trends. | more popup notifications. | Seasons based fabric,garments or accessories to come. | quick deliveries. | Better products and more variety. | Good discounts / lower prices. | Get detailed information about the product. |
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