Project Design Phase-II
Customer Journey Map

Date	**26 OCTOBER 2022**
Team ID	PNT2022TMID22590
Project Name	Smart Fashion Recommender Application
Maximum Marks	4 Marks

VASK FASHION

Smart fashion recommendation

SCENARIO

ENTERING DETAILS, BROWSING & RATING

Phases

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?

Entice
- Visit website or app — Customer can use the website or download the app to get the recommendation
- Entering the details — Entering the details on age and gender
- Choose events, preferred dress — Give the details about events which the user are going to attend and their preferred dress for the particular events
- Browse colour, dress model — The customer sees available dresses or other things for their requirements
- View detail on a single tour — Customers can able to get their recommendation on the first time itself without any delay

Enter
- Complete the profile — Create a profile to get the appropriate recommendation
- Give the additional information — Give the additional information like gmail
- Select the language — Select the language for the interaction between the customers
- Email confirmation — An email immediately sends to confirm their contact details
- Email reminder — Get the reminder for the update details

Engage
- Start searching — Start searching the thing in which we want the recommendation
- Recommendation based on events — It shows the recommendation based on the events like attending function and visiting other places
- Selecting the things — Based upon the recommendation select the things

Exit
- Leave the app or website — Close the application after we got the appropriate recommendation
- Prompt for review — An email and in-app notification prompt the customer for a review
- Writing & submitting review — The customer writes a review and gives the app a star-rating out of 5.

Extend
- recommendation appears in the user profile — The completed recommendation appears in the "past experiences" area of a customer's profile with a few details on where the group went
- Personalized recommendations — Participants informs our backend recommendation systems, which the customer may experience via better personalization
- Personalized tour offers — The customer receives an email with personalized recommendations for further recommendations
- Personalized suggestions — we show them personalized suggestions

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?

- To explore trendy products at affordable price
- Customer's email (software like Outlook or website like Gmail)
- Available with fashionable products at all times
- Improvement security
- 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…")

- Help me to get the recommendation
- Help me to have relevant recommendations
- Help me avoid seeing recommendation for the wrong data
- Help me see what they have to offer
- Help me understand what this app is all about
- Help me to feel confident about my data
- Help me feel confident about which one to choose
- Help me feel good about my decision
- Help me leave the app with good feelings and no awkwardness
- Help me see what I've done before
- Help me see what I could be doing next
- Help me see ways to enhance my selection

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

- Getting the accurate result
- Fast response
- It's reassuring to read reviews written by past travelers
- Excitement about the results
- Current payment flow is very bare-bones and simple
- We've heard from several people that the reminder emails were essential
- Application tend to be so good if the people get
- Saves time
- People generally leave application feeling satisfied
- People like looking back on their past recommendation
- 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?

- People sometimes didn't give the exact details
- Several people expressed "information overload" as they browse
- Buffering without showing the result
- Quality less images
- Not available more choices
- Sometimes people get up with recommendations that they don't really like
- People are unclear whether a recommendation is necessary.
- Takes more time to give the accurate result
- Customers report feeling review fatigue
- We have very low review rates (15% of people review experiences and tours)
- People describe leaving a review as an arduous process

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

- Give the accurate result
- User friendly
- Easy steps for customer better understanding
- Less memory
- Should be Interactive
- How might we make our application easily identifiable in playstore
- How might we make the application even more attractive
- How might we equip people recommend to others
- How might we totally
- Could we A/B test different language to see what changes response rates?
- How might we progressively disclose the full review so that each step feels more simple?
- How might we help people celebrate and remember things they've done in the past?
- How might we extend the personal connection to the application long after they used the application