PROJECT DESIGN PHASE – II

CUSTOMER JOURNEY MAP

DATE	6 October 2022
PROJECT ID	PNT2022TMID15470
PROJECT NAME	Smart Fashion Recommender Application

Customer Journey Map:

	Awareness	Consideration	Engage	Exit	Extend
SCENARIO	Browsing, booking, attending, rating a product in e-commerce website application				
customer actions	view online advertisement, Blog content, See social media, News releases, Hear from friends	Signup page, chat options, Product page	Product search, Product page	Ready to buy product	Feedback page
Touch Points	Social media, Banner ad, Traditional media	Simple use, Loading page, E-commerce site, Navigation links, Search bar	Reviews impact, Variety seeking, Add to cart	Decision making, Order confirmation, Conform order	Notifications
Emotions	Privacy	Interested, Curious	Relief, Considering	–	Cant be sure of the quality
Goals & motivations	Increase awareness, Find the desired product, Order effortlessly	Order effortlessly, Quality, Less process to sign in	More likely to purchase, Friendly service, Incentives, Add to cart	–	–
Positive moments	Safe guard, Good communication, Feedback	Quality	Feeling tired on searching, Free delivery, Wish list, Discount	Happy, Excited, Less delivery charges	Trust
Negative moments	No privacy, Break down, Misaligned expectations, Language barrier	Poor Filtering, Not good environment	Unhappiness, Fake products	Return can be complicated, Unfriendly, Waiting	Handling and shipping issues, Damaged products, Lack of cost disclosure

MENTOR   **Evaluator**