

Project Design Phase-II

Customer Journey Map

Date	7 October 2022
Team ID	PNT2022TMID20077
Project Name	Project - smart fashion recommender application
Maximum Marks	4 Marks

<div> </div> <div> Entice How does someone initially become aware of this process? </div>	<div> </div> <div> Enter What do people experience as they begin the process? </div>	<div> </div> <div> Engage In the core moments in the process, what happens? </div>	<div> </div> <div> Exit What do people typically experience as the process finishes? </div>	<div> </div> <div> Extend What happens after the experience is over? </div>
Steps What does the person (or group) typically experience?	<div>Search the product</div> <div>Visit other website or app</div> <div>Choose a product, price, quantity</div> <div>Browse available collections</div> <div>View the product details, ratings and reviews</div>	<div>Buy a new fashion product</div> <div>Add to cart</div> <div>Make payment</div> <div>Received confirmation email</div>	<div>Customer look for the quality</div> <div>Customer checks for the availability of stock</div> <div>check for shipping charges</div>	<div>Submit customer ratings</div> <div>Write feedback</div> <div>Customer recommendations</div> <div>Personalized coupon code and offers</div> <div>Suggestions after purchase</div>
Interactions What interactions do they have at each step along the way? <ul style="list-style-type: none"> People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects would they use? 	<div>Search option in the website</div> <div>Search for websites through internet</div> <div>Use filter option for specific category like price</div> <div>Search option in the website</div> <div>Search the product details and reviews</div>	<div>Search for suggested fashion products</div> <div>Put the product to cart</div> <div>Payment gateway within the website app</div> <div>Customer may receive email about the product's confirmation</div>	<div>Direct interaction with the channel</div> <div>Direct interaction with the channel</div> <div>Search whether shipping charge available or not</div>	<div>Give star ratings for the product</div> <div>Leave the feedback</div> <div>Customer will be recommended with desirable products</div> <div>Customer will be offered personalized coupon code</div> <div>Customer will be recommended with desirable products</div>
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	<div>Help me to get this fashion product</div> <div>Help me visit multiple websites</div> <div>Help me choose the right product</div> <div>Help me view some unique collections</div> <div>Help me view the chosen product's details and its ratings</div>	<div>Help me buy the new suggested products</div> <div>Help me add the products to cart</div> <div>Help me pay for the products to buy</div> <div>Help me receive the mail</div>	<div>Help me select best quality products</div> <div>Help me check availability of stock</div> <div>Help me know the shipping charges</div>	<div>Help me submit ratings</div> <div>Help me write feedback</div> <div>Help me get recommendations</div> <div>Help me get personalized coupon</div> <div>Help me write suggestions</div>
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<div>Choose a product, price, quantity</div> <div>View the product details, ratings and reviews</div>	<div>Buy a new fashion product</div> <div>Add to cart</div> <div>Received confirmation email</div>		<div>Customer recommendations</div> <div>Personalized coupon code and offers</div> <div>Suggestions after purchase</div>
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<div>Search the product</div> <div>Visit other website or app</div> <div>Browse available collections</div>	<div>Make payment</div>	<div>Customer look for the quality</div> <div>Customer checks for the availability of stock</div> <div>check for shipping charges</div>	
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	<div>Chatbot helps the customer to search easily</div> <div>To browse through the website, chatbot is the best alternative</div>	<div>LPM payment will be easier</div>	<div>Customer need not afraid about quality issues</div> <div>No shipping charges for online payment</div>	<div>Give user experience feedback and product ratings</div> <div>Customer will be informed for further recommendations and suggestions through Email</div>