Project Design Phase-II
Customer Journey Map

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Team ID	PNT2022TMID23026
Project Name	Project - Smart Fashion Recommender Application
Maximum Marks	4 Marks

SMART FASHION RECOMMENDATION APPLICATION

Customer experience journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

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Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

TIP
As you add steps to the experience, move each these "Five Es" to the left or right depending on the scenario you are documenting.

SCENARIO: Browsing, booking, attending, and rating a local city tour	**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?	Clothes Searching / E-Commerce / Refer Product Details — Usually people searching for new clothes / Usage of Apps and websites tell or from the shops / Customer's ways set up to know about the product details	Purchasing Products / Payment / E-Mail Confirmation — Cookies buttons to start explore / Using credit cards or debit cards payment can be done / After payment, a confirmation to mail is received by the user	Experience of Product Purchase — Customers feedback is collected	Reviews for Promotion / Submit Ratings — After the delivery, a mail or remarks of any app notified on will be received / Customer gives ratings and why related	Expertised Recommendation / Special Offers / Expertised Suggestion — Can return the backend recommendation / What offers they want / Can set Suggestions to improves
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?	Search bar of the Website, iOS app on Android app / Clothing section of Website, iOS app or Android app	Payment Section of Website/app / Payment Gateway with the website or app	Content interaction with the customers using the one tool / Direct interaction with the Chat out	Customer's email software on Outlook or website like Gmail	Recommended on open review mails to iOS app or Android app / Post Purchase ticket to mails to, 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 product / Help me have more fun with the Chat Bot / Help me avoid wasting this error in products / Help me feel What they have to offer	Help me to Connect in going on this project / Help me find through this payment / Help my Feel purchase is finished	Help me save more than the shops which are the time sure	Help me resolve this to put pay and cost / Help me see what I could be doing next / Help me not wrap to enhancing my new post city	
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Easy ways to notes of the product / It's fun to look at option and images doing each product	Experience about the Purchase / Current Payment methods very Simple / What was the most positive video review aim on reviews too special of no issue experienced	People love the products that can have a 98% satisfied rating	People generally save purchase feeling refreshed and inspired	People like feeling satisfied their post purchase
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Some people confused with some wrong information in the stores / People express a bit of fear of commitment at this step	Hesitation about the purchase			
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	New trends or compare and easy to experience, without feeling a bit confused / Provide a simpler summary to avoid information overload	Decrease right facing to the Customer / Related searching Products using shortcut	Providing more security		