






Project Design Phase-II

Customer journey map

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|---------------|---------------------------------------|
| Date | 08 October 2022 |
| Team ID | B7-1A3E |
| Project Name | Smart fashion recommender application |
| Maximum Marks | 4 Marks |

| stages | Awareness | consideration | Decision | Service | loyalty |
|---------------------|--|--|--|---|---|
| Customer actions | View online ad, hear about it from friends | Conduct research, compare features and pricing | Make a purchase | Receive the product, evaluate the quality | Visit the web application again and suggest it to friends |
| touchpoints | Existing user recommendation Social media promotion | Website, social media | Web application, Mobile browsers | Chatbot, phone | Web application reviews |
| Customer Experience | Interested  | Curious  | Excited  | Frustrated  | Satisfied, excited  |
| KPI s | Number of people reached | New website visitors | Conversion rate,online sales | Product revies, customer service success rate, waiting | Retention rate, Customer satisfaction score |
| Business Goals | Increase awareness interest | Increase website visitors | Increase conversion rate, online sales | Increase customer service satisfaction minimize wait time | Generate positive reviews, increase retention rate |
| Team(s) Involved | Marketing, communication | Marketing, Communication sales | Online development sales marketing customer service | Customer service customer success | Online development customer service customer success |