






Project Design Phase-II

Customer Journey Map

Date	15 October 2022
Team ID	PNT2022TMID16701
Project Name	Project - Smart Fashion Recommender Application
Maximum Marks	4 Marks

SMART FASHION RECOMMENDATION APPLICATION

	 Entice How does someone initially become aware of this process?	 Enter What do people experience as they begin the process?	 Engage Is the core mission 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?	Search for a clothes Visit the website app Choose the clothes Browse the list View the details about the product	Search the products Explore the products Add to cart View the details about the product	Add to cart View the details about the product Add to cart View the details about the product	Add to cart View the details about the product Add to cart View the details about the product	Add to cart View the details about the product Add to cart View the details about the product
Interactions What interactions do they have at each step along the way? People: Who are they? Places: Where are they? Things: What digital touchpoints or physical objects would they use?	Search for a clothes Visit the website app Choose the clothes Browse the list View the details about the product	Search the products Explore the products Add to cart View the details about the product	Add to cart View the details about the product Add to cart View the details about the product	Add to cart View the details about the product Add to cart View the details about the product	Add to cart View the details about the product Add to cart View the details about the product
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "help me avoid...")	Help me find the clothes Help me find the clothes Help me find the clothes Help me find the clothes Help me find the clothes	Help me find the clothes Help me find the clothes Help me find the clothes Help me find the clothes Help me find the clothes	Help me find the clothes Help me find the clothes Help me find the clothes Help me find the clothes Help me find the clothes	Help me find the clothes Help me find the clothes Help me find the clothes Help me find the clothes Help me find the clothes	Help me find the clothes Help me find the clothes Help me find the clothes Help me find the clothes Help me find the clothes
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Help me find the clothes Help me find the clothes Help me find the clothes Help me find the clothes Help me find the clothes	Help me find the clothes Help me find the clothes Help me find the clothes Help me find the clothes Help me find the clothes	Help me find the clothes Help me find the clothes Help me find the clothes Help me find the clothes Help me find the clothes	Help me find the clothes Help me find the clothes Help me find the clothes Help me find the clothes Help me find the clothes	Help me find the clothes Help me find the clothes Help me find the clothes Help me find the clothes Help me find the clothes
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Help me find the clothes Help me find the clothes Help me find the clothes Help me find the clothes Help me find the clothes	Help me find the clothes Help me find the clothes Help me find the clothes Help me find the clothes Help me find the clothes	Help me find the clothes Help me find the clothes Help me find the clothes Help me find the clothes Help me find the clothes	Help me find the clothes Help me find the clothes Help me find the clothes Help me find the clothes Help me find the clothes	Help me find the clothes Help me find the clothes Help me find the clothes Help me find the clothes Help me find the clothes
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Help me find the clothes Help me find the clothes Help me find the clothes Help me find the clothes Help me find the clothes	Help me find the clothes Help me find the clothes Help me find the clothes Help me find the clothes Help me find the clothes	Help me find the clothes Help me find the clothes Help me find the clothes Help me find the clothes Help me find the clothes	Help me find the clothes Help me find the clothes Help me find the clothes Help me find the clothes Help me find the clothes	Help me find the clothes Help me find the clothes Help me find the clothes Help me find the clothes Help me find the clothes