

## PROJECT DESIGN PHASE-II

### SOLUTION REQUIREMENTS (FUNCTIONAL & NON-FUNCTIONAL)

**PROJECT NAME:SMART FASHION RECOMMENDER APPLICATION**

TEAM ID: PNT2022TMID36064

# 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.

Scenario	Entice	Enter	Engage	Exit	Extend
<b>Browsing, buying, attempting, and selling</b> <b>buy-to-try</b>	<b>Entice</b> How does someone easily become aware of the process?	<b>Enter</b> What do people experience when they begin the process?	<b>Engage</b> In the core moments of the process, what happens?	<b>Exit</b> What do people typically experience as the process finishes?	<b>Extend</b> What happens after the experience is over?
<b>Steps</b> What does the person or group typically experience?	• <b>Step 1</b> (purple) • <b>Step 2</b> (purple) • <b>Step 3</b> (purple)	• <b>Step 1</b> (purple) • <b>Step 2</b> (purple) • <b>Step 3</b> (purple)	• <b>Step 1</b> (purple) • <b>Step 2</b> (purple) • <b>Step 3</b> (purple)	• <b>Step 1</b> (purple) • <b>Step 2</b> (purple) • <b>Step 3</b> (purple)	• <b>Step 1</b> (purple) • <b>Step 2</b> (purple) • <b>Step 3</b> (purple)
<b>Interactions</b> What interactions do they have with real people along the way? • <b>People:</b> Who do they see or talk to? • <b>Places:</b> Where are they? • <b>Things:</b> What digital touchpoints or physical objects would they use?	• <b>People:</b> Who do they see or talk to? • <b>Places:</b> Where are they? • <b>Things:</b> What digital touchpoints or physical objects would they use?	• <b>People:</b> Who do they see or talk to? • <b>Places:</b> Where are they? • <b>Things:</b> What digital touchpoints or physical objects would they use?	• <b>People:</b> Who do they see or talk to? • <b>Places:</b> Where are they? • <b>Things:</b> What digital touchpoints or physical objects would they use?	• <b>People:</b> Who do they see or talk to? • <b>Places:</b> Where are they? • <b>Things:</b> What digital touchpoints or physical objects would they use?	• <b>People:</b> Who do they see or talk to? • <b>Places:</b> Where are they? • <b>Things:</b> What digital touchpoints or physical objects would they use?
<b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? (Step 1: "or Step 2: or Step 3: or Step 4: or Step 5: or Step 6: or Step 7: or Step 8: or Step 9: or Step 10: or Step 11: or Step 12: or Step 13: or Step 14: or Step 15: or Step 16: or Step 17: or Step 18: or Step 19: or Step 20: or Step 21: or Step 22: or Step 23: or Step 24: or Step 25: or Step 26: or Step 27: or Step 28: or Step 29: or Step 30: or Step 31: or Step 32: or Step 33: or Step 34: or Step 35: or Step 36: or Step 37: or Step 38: or Step 39: or Step 40: or Step 41: or Step 42: or Step 43: or Step 44: or Step 45: or Step 46: or Step 47: or Step 48: or Step 49: or Step 50: or Step 51: or Step 52: or Step 53: or Step 54: or Step 55: or Step 56: or Step 57: or Step 58: or Step 59: or Step 60: or Step 61: or Step 62: or Step 63: or Step 64: or Step 65: or Step 66: or Step 67: or Step 68: or Step 69: or Step 70: or Step 71: or Step 72: or Step 73: or Step 74: or Step 75: or Step 76: or Step 77: or Step 78: or Step 79: or Step 80: or Step 81: or Step 82: or Step 83: or Step 84: or Step 85: or Step 86: or Step 87: or Step 88: or Step 89: or Step 90: or Step 91: or Step 92: or Step 93: or Step 94: or Step 95: or Step 96: or Step 97: or Step 98: or Step 99: or Step 100: or Step 101: or Step 102: or Step 103: or Step 104: or Step 105: or Step 106: or Step 107: or Step 108: or Step 109: or Step 110: or Step 111: or Step 112: or Step 113: or Step 114: or Step 115: or Step 116: or Step 117: or Step 118: or Step 119: or Step 120: or Step 121: or Step 122: or Step 123: or Step 124: or Step 125: or Step 126: or Step 127: or Step 128: or Step 129: or Step 130: or Step 131: or Step 132: or Step 133: or Step 134: or Step 135: or Step 136: or Step 137: or Step 138: or Step 139: or Step 140: or Step 141: or Step 142: or Step 143: or Step 144: or Step 145: or Step 146: or Step 147: or Step 148: or Step 149: or Step 150: or Step 151: or Step 152: or Step 153: or Step 154: or Step 155: or Step 156: or Step 157: or Step 158: or Step 159: or Step 160: or Step 161: or Step 162: or Step 163: or Step 164: or Step 165: or Step 166: or Step 167: or Step 168: or Step 169: or Step 170: or Step 171: or Step 172: or Step 173: or Step 174: or Step 175: or Step 176: or Step 177: or Step 178: or Step 179: or Step 180: or Step 181: or Step 182: or Step 183: or Step 184: or Step 185: or Step 186: or Step 187: or Step 188: or Step 189: or Step 190: or Step 191: or Step 192: or Step 193: or Step 194: or Step 195: or Step 196: or Step 197: or Step 198: or Step 199: or Step 200: or Step 201: or Step 202: or Step 203: or Step 204: or Step 205: or Step 206: or Step 207: or Step 208: or Step 209: or Step 210: or Step 211: or Step 212: or Step 213: or Step 214: or Step 215: or Step 216: or Step 217: or Step 218: or Step 219: or Step 220: or Step 221: or Step 222: or Step 223: or Step 224: or Step 225: or Step 226: or Step 227: or Step 228: or Step 229: or Step 230: or Step 231: or Step 232: or Step 233: or Step 234: or Step 235: or Step 236: or Step 237: or Step 238: or Step 239: or Step 240: or Step 241: or Step 242: or Step 243: or Step 244: or Step 245: or Step 246: or Step 247: or Step 248: or Step 249: or Step 250: or Step 251: or Step 252: or Step 253: or Step 254: or Step 255: or Step 256: or Step 257: or Step 258: or Step 259: or Step 260: or Step 261: or Step 262: or Step 263: or Step 264: or Step 265: or Step 266: or Step 267: or Step 268: or Step 269: or Step 270: or Step 271: or Step 272: or Step 273: or Step 274: or Step 275: or Step 276: or Step 277: or Step 278: or Step 279: or Step 280: or Step 281: or Step 282: or Step 283: or Step 284: or Step 285: or Step 286: or Step 287: or Step 288: or Step 289: or Step 290: or Step 291: or Step 292: or Step 293: or Step 294: or Step 295: or Step 296: or Step 297: or Step 298: or Step 299: or Step 300: or Step 301: or Step 302: or Step 303: or Step 304: or Step 305: or Step 306: or Step 307: or Step 308: or Step 309: or Step 310: or Step 311: or Step 312: or Step 313: or Step 314: or Step 315: or Step 316: or Step 317: or Step 318: or Step 319: or Step 320: or Step 321: or Step 322: or Step 323: or Step 324: or Step 325: or Step 326: or Step 327: or Step 328: or Step 329: or Step 330: or Step 331: or Step 332: or Step 333: or Step 334: or Step 335: or Step 336: or Step 337: or Step 338: or Step 339: or Step 340: or Step 341: or Step 342: or Step 343: or Step 344: or Step 345: or Step 346: or Step 347: or Step 348: or Step 349: or Step 350: or Step 351: or Step 352: or Step 353: or Step 354: or Step 355: or Step 356: or Step 357: or Step 358: or Step 359: or Step 360: or Step 361: or Step 362: or Step 363: or Step 364: or Step 365: or Step 366: or Step 367: or Step 368: or Step 369: or Step 370: or Step 371: or Step 372: or Step 373: or Step 374: or Step 375: or Step 376: or Step 377: or Step 378: or Step 379: or Step 380: or Step 381: or Step 382: or Step 383: or Step 384: or Step 385: or Step 386: or Step 387: or Step 388: or Step 389: or Step 390: or Step 391: or Step 392: or Step 393: or 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