# Project Design Phase-II
# Customer Journey Map

| Date | 08 October 2022 |
|------|-----------------|
| Team ID | PNT2022TMID46176 |
| Project Name | Project - Smart  Fashion Recommender Application |
| Maximum Marks | 4 Marks |



**"FLASH SALE" DISCOVERY**
Power product discovery and engagement by pushing daily, category-based, "Flash Sales."

**SOCIAL CURATION**
Instead of editorially-driven merchandising, enable influencers to elevate and share products to influence purchase decisions.

**LOCAL DISCOUNTS**
Drive consumers into stores, via location-based discounts.

**MOBILE LOYALTY PROGRAM**
Re-engage and reward consumers by enabling them to earn discounts when they check-in to retail stores.

**NATIVE FUNCTIONALITY**
Take advantage of key features of the device, like providing consumers with a useful and engaging way to scan everyday objects, identify a color hue, and quickly find matching products.

**MOBILE & RETAIL CONVERSION**
The ultimate goal is to drive commerce from the mobile experience, as well as drive consumers into retail stores.

DISCOVERY
- FLASH SALES
- SOCIAL CURATION
- LOCAL DEALS/COUPONS

ENGAGEMENT
- FREQUENT UPDATES
- INTERACTIVE FEATURES
- BADGING/NOTIFICATIONS

REWARD
- MOBILE LOYALTY
- "REWARD POINTS"
- CHECK-INS

CONVERSION
- SMART SEARCH
- WISHLIST
- FAVORITES
- FULL CART FUNCTIONALITY

# SMART FASHION RECOMMENDATION APPLICATION

**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?

| Entice | | | | | Enter | | | | | Engage | Exit | | Extend | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Search for a Clothes Purchase | Visit Website or APP | Choose the Gender | Browse the New Arrival Cloths | View the Details about the Product | Start Purchasing the Products | Complete the Payment Information | Confirm Payments | Email Confirmation | Email Remainder | Experience of Product Purchasing | Promote for reviews | Write and submit the Reviews | Personalized Recommendation | Personalized offers | Personalized Suggestion after Purchase |
| People are Searching New Clothes for their daily life. | Instead of Visiting the Shops, they use Website, iOS app or Android app | They Need to choose their Gender for Searching the Cloths | Browse their Needed Clothes | The Customer taps to View more. They see infomation about the product | After deciding to purchase a product , they click on Purchase button | They fill out their Contact and Credit Card details, then click Continue | They see the Summary of what they are about to purchase | An email immediately sends to confirm their product | One day Before it will remain the date and time of delivery | Customer can tell their experience of shopping | After the product delivery, an email and in app notification prompt the Customers for the review | Customer Writes a review and gives the stars-rating out of 5 | Customers can inform our backend recommendation system | Customer can tell which type of offers the need | Customer can say any Suggestion to Improve the services |

### 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?

| Entice | | | | | Enter | | | | | Engage | Exit | | Extend | | |
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| Search bar of the Website, iOS app or Android app | Clothing section of Website, iOS app or Android app | Clothing section of Website, iOS app or Android app | Clothing section of Website, iOS app or Android app | Clothing section of Website, iOS app or Android app | Payment section of Website, iOS app or Android app | Payment overlay within the website, iOS app or Android app | Payment overlay within the website, iOS app or Android app | Customer's email (software like Outlook or website like Gmail) | Customer's email (software like Outlook or website like Gmail) | Direct interaction with the Chat bot | Customer's email (software like Outlook or website like Gmail) | "Leave a review" model window within the profile on the website, iOS app or Android app | Recommendation span across website, iOS app or Android app | Customer's email (software like Outlook or website like Gmail) | Post-Purchase screens website, iOS app or Android app) |
| Using Chat Bot | Using Chat Bot | Using Chat Bot | Using Chat Bot | Customer need to know all details about the Product | | | | | | Common interaction with the customers using the chat bot | | | | | |

### Goals & motivations
At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

| Entice | | | | | Enter | | | | | Engage | Exit | | Extend | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Help me to get this product | Help me have more fun with the Chat Bot | Help me avoid seeing the unrelated products | Help me See What they have to offer | Help me Understand the Product | Help me commit to going on this product | Help me get through this payment part | Help me feel confident that my purchase is finalized and tell me what to do next | Help me feel confident that my purchase is finalized and tell me what to do next | Help me make sure I don't forget about my purchase that's don't leave me disappointed | Help me feel good about my decision to go on this product | Help me Spread the word about a great product watch-outs and feedback for one that was not so good | | Help me see what I've done before | Help me see what I could be doing next | Help me see ways to enhance my new products |

### Positive moments
What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

| Entice | | | | | Enter | | | | | Engage | Exit | | Extend | | |
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| | | Easy price comparison of the product | It's fun to look at options and imagine doing each product | | Excitement about the purchase ("Here we go!") | Current payment flow is very bare-bones and simple | | | We've heard from several people that the remainder emails were essential, especially if they booked way in advance | People love the product itself, we have a 98% satisfaction rating | People generally leave purchase feeling refreshed and inspired | | People like looking back on their past purchase | | |

### Negative moments
What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

| Entice | | | | | Enter | | | | | Engage | Exit | | Extend | | |
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| | | Several people expressed "information overload" as they browse | People express a bit of fear of commitment at this step | | Trepidation about the purchase ("I hope this will be worth it!") | | | | | | | | | | |

### Areas of opportunity
How might we make each step better? What ideas do we have? What have others suggested?

| Entice | | | | | Enter | | | | | Engage | Exit | | Extend | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Make it easier to compare and shop for experiences without having to click on them | Provide a simpler summary to avoid information overload | | Decrease Traffic facing by the customer | | Related searching products using chatbot | | | Providing more security | | | | | |