

This is the journey of a
**SMART FASHION
RECOMMENDATION
APPLICATION**

A Website that make the customer feel
better to purchase on this website with the
chat bot features

What are their key goals and needs?



What do they struggle with most?



What tasks do they have?



Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
Actions What does the customer do? What information do they look for? What is their context?	Shopping via the Internet Smart home	Production for the Public Commerce site Dual Relationship	Buying desired products Offers Highly reviews Free Delivery	Refer to a friend Genuine service To get others through their shopping
Needs and Pains What does the customer want to achieve or avoid? Tip: Reduce ambiguity, e.g. by using the first person narrator.	Buy products Frauds	Easy price comparison Anytime,Any where Unmatched Products	No pressure shopping Lack of interactivity Convenience of shopping at home Delay of delivery	Quality Easy return Best customer experience
Touchpoint What part of the service do they interact with?	Chatbot	Quality Matched products	Fast delivery Get Correct Needed Products Honest Price of the Product	Reviews Solving queries with chatbot Return policy
Customer Feeling What is the customer feeling? Tip: Use the <i>emoji</i> app to express more emotions	😱	😞	😄	😂
Backstage				
Opportunities What could we improve or introduce?	Providing more	Related searching	Decrease Traffic	Increase customer
Process ownership Who is in the lead on this?	YOGALAKSHMI M	DIVA L U	SNEHU R	YASHVANTHINI M

