Project Design Phase-II
customer Journey

Date	21 October 2022
Team ID	PNT2022TMID45907
Project Name	Project - Smart Fashion Recommender Application
Maximum Marks	4 Marks

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?	Search for a Clothes — People are Searching New Clothes for their daily life • Visit Website or APP — Instead of Visiting the Shops, they use Website, iOS app or Android app • Choose the Gender — They Need to choose their Gender for Searching the Cloths • Browse the New Arrival Cloths — Browse their Needed Clothes • View the Details about the Product — The Customer taps to View more. They see information about the product	Start Purchasing the Products — After deciding to purchase product they click on Purchase button • Complete the Payment Information — They fill out their Contact and Credit Card details, then click Continue • Confirm Payments — They see the Summary of what they are about to purchase • Email Confirmation — An email immediately sends to confirm their product • Email Reminder — One day before it will remain the date and time of delivery	Experience of Product Purchasing — Customer can tell their experience of shopping	Promote for reviews — after the product delivery overall visits app notifies prompt the Customers for the review • Write and submit the Reviews — Customer writes a review and gives the stars rating out of 5	Personalized Recommendation — Customers can inform our backend recommendation system • Personalized offers — Customer can tell which type of offers they need • Personalized Suggestion after Purchase — 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?	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 / Using Chat Bot / Using Chat Bot / Using Chat Bot / Using Chat Bot / Customer need to know all details about the Product	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 / Common interaction with the customers using the chatbot	Customer's email (software like Outlook or website like Gmail) • "leave a review" modal 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
Goals & motivations — At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	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 us feel confident that my purchase went through • Help us feel confident that my purchase went through • Help us feel confident that my purchase went through	Help me feel good about my decision to go on this product	Help me spend the worthwhile's great product with reviews and feedbacks to Customer 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?		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 know how and we are ready it with excellent product and service	People love the product itself, we have a 90% 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?		Several people expressed frustration overload or they know • 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?		Make it easier to compare and shop for experiences without being to click on here • Provide a simpler summary to avoid information overload	Decrease Traffic facing by the customer • Related searching products using chatbot	Providing more security		