

Project Design Phase-II
Customer Journey Map

Date	03 October 2022
Team ID	PNT2022TMID49741
Project Name	Smart Fashion Recommender Application
Maximum Marks	4 Marks

Customer Journey Map Diagram:

<div>SCENARIO</div> <p>Buying New fashion Clothes</p> <p>Order, Track, Return</p>	<div>Entice</div> <p>How does someone initially become aware of this process?</p>	<div>Enter</div> <p>What do people experience as they begin the process?</p>	<div>Engage</div> <p>In the core moments in the process, what happens?</p>	<div>Exit</div> <p>What do people typically experience as the process finishes?</p>	<div>Extend</div> <p>What happens after the experience is over?</p>
<div>Steps</div> <p>What does the person (or group) typically experience?</p>	<div>Going to shop</div> <p>Most of the customers found clothes in big shops</p> <div>Searching for New Fashion Clothes</div> <p>Peoples tend to stay with current fashion</p> <div>Watch Review videos</div> <p>Peoples Watch fashion related videos</p>	<div>Start purchase for Functions</div> <p>After deciding to buy clothes, they click the Purchase button</p> <div>Confirm payment for dress</div> <p>They fit out their content and credit card information, then continue</p> <div>Email reminder</div> <p>One day before the Dress receive a reminder email is sent to user</p>	<div>Order is arriving</div> <p>Customers get email a day before arriving</p> <div>Receiving product</div> <p>On the day customer receiving the product</p> <div>Make a Trial on new Clothes</div> <p>wear the new clothes for size checking</p>	<div>Writing & submitting review</div> <p>The user writes a review and gives the best a star - rating out of 5.</p> <div>Take a pic with new clothes</div> <p>Share the images with friends and relatives</p>	<div>Dress appears in the user profile</div>
<div>Interactions</div> <p>What interactions do they have at each step along the way?</p> <p>» People: Who do they see or talk to?</p> <p>» Places: Where are they?</p> <p>» Things: What digital touchpoints or physical objects would they use?</p>	<div>Ask about offers for big shops</div> <div>Check on Websites and Offline shops and stores</div> <div>Watch Top models dress collections</div>	<div>section of the website, iOS app, or Android app</div> <div>Customer's email (software like Outlook or website like Gmail)</div> <div>Payment overlay within the website, iOS app, or Android app</div>	<div>Think about product quality</div> <div>Check its right size</div>	<div>Look beautiful in new clothes</div> <div>Feel motivated</div>	<div>Recommendations spin across website, iOS app, or Android app</div>
<div>Goals & motivations</div> <p>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</p>	<div>Help me see what they have to offer</div> <div>Help me to Get more discounts</div> <div>Help me to get new fashion clothes</div>	<div>Help me commit to Buying this clothes</div> <div>Help me get through this payment part without too much hassle</div> <div>Help me make sure I don't forget about my Orders</div>	<div>Help Me for door step delivery</div> <div>Help me for new fashion</div>	<div>Help me with good feelings and no awkwardness</div>	<div>Help me see ways to enhance my new Look</div>
<div>Positive moments</div> <p>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p>	<div>Get clothes with more attractive</div> <div>look younger than age</div>	<div>Current payment flow is very bare-bones and simple</div> <div>We've heard from several people that this reminder emails were essential</div>	<div>People love the Clothes itself, we have a 98% satisfaction rating</div>	<div>People generally get self confident when put new clothes</div>	<div>We think people like these recommendations because they have an extremely high engagement rate</div>
<div>Negative moments</div> <p>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</p>	<div>doesn't found fit size clothes</div>	<div>Trepidation about the purchase ("I hope this will be worth it")</div>	<div>Sometimes receive wrong clothes</div>	<div>Customers report feeling review fatigue</div>	
<div>Areas of opportunity</div> <p>How might we make each step better? What ideas do we have? What have others suggested?</p>	<div>Make it easier to compare and shop for experiences without having to click on links</div> <div>More collection at one place</div>	<div>ADD Cash on delivery</div>	<div>How might we make our Collection for all sizes</div>	<div>How might we make it clear that tipping is appreciated but not necessary?</div>	