Project Design Phase-II
Customer Journey Map

Date	9 November 2022
Team ID	PNT2022TMID49820
Project Name	Smart Fashion Recommender Application
Maximum Marks	4 Marks

Customer Journey Map Diagram:

Buying New fashion Clothes — Order, Track, Return

	Entice	Enter	Engage	Exit	Extend
SCENARIO	How does someone initially become aware of this process?	What do people experience as they begin the process?	In the core moments in the process, what happens?	What do people typically experience as the process finishes?	What happens after the experience is over?

Steps
What does the person (or group) typically experience?

Entice	Enter	Engage	Exit	Extend
Going to shop — Most of the customers found clothes in big shops	**Start purchase for Functions** — After deciding to buy clothes, they click the Purchase button	**Order is arriving** — Customers get email a day before arriving	**Writing & submitting review** — The user writes a review and gives the love a star, rating out of 5	**Dress appears in the user profile**
Searching for New Fashion Clothes — Peoples Need to stay with current fashion	**Confirm payment for dress** — They fill out their contact and credit card information, then continue	**Receiving product** — On the day customer receiving the product	**Take a pic with new clothes** — Share the images with friends and relatives	
Watch Review redios — Peoples Watch fashion related videos	**Email reminder** — One day before the Dress receive a reminder email is sent to user	**Make a Trail on new Clothes** — wear the new clothes for size checking		

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
Ask about others for big shops	section of the website, iOS app, or Android epp	Think about product quality	Look beautiful in new clothes	Recommendations span across website, iOS app, or Android app
Check on Websites and Offline shops and stores	Customer's email (software like Outlook or website like Gmail)	Check its right size	Feel motivated	
Watch Top models dress collections	Payment overlay within the 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...")

Entice	Enter	Engage	Exit	Extend
Help me see what they have to offer	Help me commit to Buying this clothes	Help Me for door step delivery	Help me with good feelings and no awkwardness	Help me see ways to enhance my new Look
Help me to Get more discounts	Help me get through this payment part without too much hassle	Help me for new fashion		
Help me to get new fashion clothes	Help me make sure I don't forget about my Orders			

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

Entice	Enter	Engage	Exit	Extend
Get clothes with more attractive	Current payment flow is very bare-bones and simple	People love the Clothes itself, we have a 98% satisfaction rating	People generally get self confident when put new clothes	We think people like these recommendations because they have an extremely high engagement rate
look younger than age	We've heard from several people that the reminder emails were essential			

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

Entice	Enter	Engage	Exit	Extend
doesn't found fit size clothes	Trepidation about the purchase ("I hope this will be worth it")	Sometimes receive wrong clothes	Customers report feeling review fatigue	

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	ADD Cash on delivery	How might we make our Collection for all sizes	How might we make it clear that tipping is appreciated but not necessary?	
More collection at one place				