Custòmer journey map-Smart Fashion Recommender Application

Team ID:PNT2022TMID29760

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Browsing, booking, attending, and rating a clothes



How does someone initially become aware of this process?



What do people experience as they begin the process?



Engage

In the core moments in the process, what hapens?



What do people typically experience as the process finishes?



Extend

What happens after the experience is over?



Steps

What does the person (or group)

User register in the application

Start purchase Of a dress

Arrives at given location

Personalized dress recommendations



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?

Register the application on ios app or android app

Payment overlay within the Andoid app

website, ios or

The customer looks for the correct guide

Can view the rating level

Check for

the quality

of clothes

Recommendations Span across websites



Goals & motivations

At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...") Help to get this dress booked

Help to feel confident that purchase is finalized

Help to feel good about the decision on dress

Help me to leave the app with good feel Help me see what I have ordered

Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? It's fun to look at options and imagine wearing each dress

about the purchase

Excitement

People love the dress with satisfied rating

People generally love new clothes

People like looking on their old dress

Negative moments

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

People express a bit of fear for their order

Transaction problem

People feel bad on damaged product

Blind people can't view Sometimes get good product



Areas of opportunity

low might we make each step better? What ideas do we have? What have others suggested?

User enter **Details** easily

Using multiple Ibrand clothes User Lcan track the location

Flexible to use

Web application using easy