

# Customer journey map-Smart Fashion Recommender Application

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SCENARIO	Entice	Enter	Engage	Exit	Extend
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?	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	User register in the application	Start purchase Of a dress	Arrives at given location	Check for the quality of clothes	Personalized dress recommendations
Interactions	Register the application on ios app or android app	Payment overlay within the website,ios or Andoid app	The customer looks for the correct guide	Can view the rating level	Recommendations Span across websites
Goals & motivations	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	It's fun to look at options and imagine wearing each dress	Excitement about the purchase	People love the dress with satisfied rating	People generally love new clothes	People like looking on their old dress
Negative moments	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	User enter Details easily	Using multiple lbrand clothes	User Lcan track the location	Flexible to use	Web application using easy