Customer Journey Map
Smart Fashion Recommender – team id -> PNT2022TMID29786

SCENARIO

Browsing, booking, attending, and rating a local city tour

Phases

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?

Entice:
- Visit website or app
- Choose a thing and number of items
- Browse available products
- View detail on a single tour
- A customer navigates to the product
- The customer types a different things like cloths
- The customer sees available products

Enter:
- Start purchase
- Email confirmation
- Email reminder
- They can purchase some products
- An email immediately send to confirm message
- Have confirmation message and click confirm

Engage:
- Cost free save time save money
- Add to wishlist Product available
- Customer free that is cost free to use
- They feel it saves times for taking care of elders and go to work
- It saves money which used for keeping caretakers for taking care of elders
- Favorite product can b added to the watch list for future use

Exit:
- Ordering the products
- Giving Feedback Payment
- The Customer product can be Given
- Wait for Delivery
- User will wait for the delivery

Extend:
- Email for Update
- Receive notification update for the website
- Personalized offers

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:
- [Interaction in a Electronic devices]
- [Interaction with a delivery product
- section of the website, iOS app, or Android app
- [interaction with chat-bot]

Enter:
- Product status details section of website
- Payment overlay within the website, iOS app, or Android app
- [interaction with the server and Database]
- website login page
- [interaction with the UI of the website]

Engage:
- Happy as a customer fnding easy to use
- Viewing all the search result in single page
- [interaction with search bar]
- Chat-bot is played more efficiently
- Customer request to the chat-bot

Exit:
- [interaction with delivery]
- Proper address can be given for the purchased product
- [interaction with Delivery product]
- Customer can get satisfied

Extend:
- Getting interest buy more product
- [interaction the product]
- Post-purchase screens website, iOS app, or Android app
- Relocated the same website for more purchased
- [interaction the App notification]

Goals & motivations
At each step, what is a person's primary goal or motivation? ("Help me…" or "Help me avoid…")

Entice:
- Help in recommending fashion choices
- Help me to avoid load more number of pages
- Help me to increase the customer loyalty
- Help to avoid unwanted Product for selections

Enter:
- Help me to get a result link for the password in case it is incorrect
- Getting correct Fashion choices for the user
- Help me to avoid to take the login loading page more time

Engage:
- Searching products according to needs
- Feel good products
- Help me to avoid the advertisement while viewing the search result
- Verifying the quality based on reviews
- Help users to get proper searches

Exit:
- Help me to get a quality product
- Help me to avoid the crime while payments are made
- Getting correct product on delivery
- Getting correct recommended product for the user

Extend:
- Getting the correct Product
- Quality of the product
- Help me to get notification

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

Entice:
- While loading it takes more time to search which feels frustated
- Offered product, great deals on product
- Fast delivery,good quality of products

Enter:
- User Authentication has been successful
- Eagerness to get into the website

Engage:
- Application should be easy to use
- Good reviews on Products
- Makes enthusiastic to see more number of relevant products

Exit:
- Getting the Correct product on Delivery
- Customer is satisfied of the product
- Eagerness to get the purchase

Extend:
- Good Fashion Recommendation
- Feels happy after receiving a product
- Good Quality and reviews of the product

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

Entice:
- Feels happy after receiving a product
- [Concern for sharing bank & product details]

Enter:
- Repetition about the purchase
- [People leave review as an arduous process]

Engage:
- [Wrong product delivered]
- [Quality of the product is not good]

Exit:
- Products must be related to their specific requirement
- Product image cannot be display

Extend:
- When customer can get angry they not get the product
- The product cannot be proper

Areas of opportunity
How might we make each step better? What ideas do we have? What have others suggested?

Entice:
- Improving quality of the products

Enter:
- Align the products according to the top sites

Engage:
- Recommend the previous search History for the use

Exit:
- Greeting user while exiting the application

Extend:
- Greeting user while exiting the application