

CUSTOMER JOURNEY MAP

Date	25 October 2022
Team ID	PNT2022TMID44592
Project Name	Smart Fashion Recommender Application
Marks	4 Marks

SCENARIO Browsing, booking, attending, and rating a local city tour	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?	Visit the website Interact with the Content Browse the recommended Products View Product Descriptions and Reviews	Compare the Variety of products Start Purchase of the Product Custom Order and Payment Process Email Confirmation	Order Tracking Status of the order through Email Instant Notifications about the products	Check for the quality of the product received Writing and Submitting Review Suggesting the product	The Product appears to the User Profile Personalized Recommendations Personalized Deals and 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?	Check and Get view of the Website The Content Section of the website The Content Product Section of the website The Content Product Section of the website The Content Product Section of the website	The Content Product Section of the website The Content Product Section of the website The Content Product Section of the website The Content Product Section of the website The Content Product Section of the website	The Content Product Section of the website The Content Product Section of the website The Content Product Section of the website The Content Product Section of the website The Content Product Section of the website	The Content Product Section of the website The Content Product Section of the website The Content Product Section of the website The Content Product Section of the website The Content Product Section of the website	The Content Product Section of the website The Content Product Section of the website The Content Product Section of the website The Content Product Section of the website The Content Product Section of the website
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Help me view a variety of products Help me to view recommended product suggestions Help me to view recommended product suggestions Help me to view recommended product suggestions	Help me to view recommended product suggestions Help me to view recommended product suggestions Help me to view recommended product suggestions Help me to view recommended product suggestions	Help me to view recommended product suggestions Help me to view recommended product suggestions Help me to view recommended product suggestions Help me to view recommended product suggestions	Help me to view recommended product suggestions Help me to view recommended product suggestions Help me to view recommended product suggestions Help me to view recommended product suggestions	Help me to view recommended product suggestions Help me to view recommended product suggestions Help me to view recommended product suggestions Help me to view recommended product suggestions
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	It was fun to see the recommended products It was fun to see the recommended products It was fun to see the recommended products It was fun to see the recommended products	It was fun to see the recommended products It was fun to see the recommended products It was fun to see the recommended products It was fun to see the recommended products	It was fun to see the recommended products It was fun to see the recommended products It was fun to see the recommended products It was fun to see the recommended products	It was fun to see the recommended products It was fun to see the recommended products It was fun to see the recommended products It was fun to see the recommended products	It was fun to see the recommended products It was fun to see the recommended products It was fun to see the recommended products It was fun to see the recommended products
Negative moments What steps does a typical person find frustrating, confusing, annoying, costly, or time-consuming?	People don't want to see recommended products People don't want to see recommended products People don't want to see recommended products People don't want to see recommended products	People don't want to see recommended products People don't want to see recommended products People don't want to see recommended products People don't want to see recommended products	People don't want to see recommended products People don't want to see recommended products People don't want to see recommended products People don't want to see recommended products	People don't want to see recommended products People don't want to see recommended products People don't want to see recommended products People don't want to see recommended products	People don't want to see recommended products People don't want to see recommended products People don't want to see recommended products People don't want to see recommended products
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	It was fun to see the recommended products It was fun to see the recommended products It was fun to see the recommended products It was fun to see the recommended products	It was fun to see the recommended products It was fun to see the recommended products It was fun to see the recommended products It was fun to see the recommended products	It was fun to see the recommended products It was fun to see the recommended products It was fun to see the recommended products It was fun to see the recommended products	It was fun to see the recommended products It was fun to see the recommended products It was fun to see the recommended products It was fun to see the recommended products	It was fun to see the recommended products It was fun to see the recommended products It was fun to see the recommended products It was fun to see the recommended products