

## Project design phase-II

### Customer Journey

Date	3 October 2022
Project Name	Smart Fashion Recommender Application
Maximum Marks	2 Marks

#### Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

SCENARIO	Entice	Enter	Engage	Exit	Extend
<b>Browsing, booking, attending, and rating a local city tour</b>	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?
<b>Steps</b> What does the person (or group) typically experience?	<p>When someone is looking for an outfit not just clothing.</p> <p>Through social media tags and hashtags.</p> <p>In a online store along with a product a link to our application will be given to make an outfit using that product.</p>	<p>They have variety of outfit options</p> <p>The customers see a range of filter options.</p> <p>The customers see various sort options.</p>	<p>The customer selects their desired choice .</p> <p>The customer uses the filter and sort options according to their choice</p>	<p>The outfit are reviewed and are displayed using a model</p> <p>The outfit has links to the respective websites which navigates to the store.</p>	<p>The customer can go back to searching for other outfits</p> <p>The customer can log out of the application</p>
<b>Interactions</b> What interactions do they have at each step along the way? <ul style="list-style-type: none"> <li>People: Who do they see or talk to?</li> <li>Places: Where are they?</li> <li>Things: What digital touchpoints or physical objects would they use?</li> </ul>	<p>Customers can view the previous outfits they have liked.</p> <p>They can see products that relates with their query .</p>	<p>They can see the filter options</p> <p>They can see filter options based on color,price,styles</p>	<p>customers can like and save the outfits they like</p>	<p>They can see the products they have purchased through our recommendations.</p>	<p>Customers see the exit page of the application</p>
<b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	<p>To enter the application</p> <p>To see all of their previously liked outfit choices</p>	<p>To view products based on their search .</p>	<p>To be able to apply all the filter and sort options .</p>	<p>To be able to see the saved choices</p>	<p>To be able to exit the application after use.</p>
<b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<p>Seeing the past liked options will be fun and useful for the users</p>	<p>Seeing reliable and desirable product choices .</p>	<p>The filter options exactly showing their best choice.</p>	<p>Viewing their saved choice should help them making a decision</p>	
<b>Negative moments</b> What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<p>Previous histories getting deleted</p> <p>Trouble with login credentials</p>	<p>Unreliable product search results</p>	<p>Despite applying filter and sort options the desired product can't be pinned down</p>	<p>The liked choices not being saved in the account</p>	<p>Not being able to exit the application</p>
<b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?	<p>Faster processing from page to page</p>	<p>Faster and quicker query results</p>	<p>Specific filter options with wide range of options</p>	<p>Long time backup of the saved outfits</p>	