







Project Design Phase-II

Customer journey map

Date	03 October 2022
Team ID	PNT2022TMID37964
Project Name	Project - SMART FASHION RECOMMENDER APPLICATION
Maximum Marks	4 Marks



Phase of journey	Stage 1			Stage 2					Stage 3		
Actions What does the customer do?	REGISTER	LOGIN	VIEW	REGISTER	LOGIN	VIEW	ERROR	REPORT	EASY LOGIN	NEW FEATURES	REGISTRATION
Touchpoint What part of the service do they interact with?	TRADITIONAL OR MODREN	COLLECTION	VARIETY	TRADITIONAL OR WESTERN	COLLECTION	VARIETY	SIZE PROBLEM	POOR QUALITY	DEMAND	LOW BUDGET	NEW ITEMS
Customer Thought What is the customer thinking?	QUALITY	MODE OF PAYMENT	PRICE	QUALITY	MODE OF PAYMENT	PRICE	RE-FUND	DELIVERY CHARGES	TYPE OF DRESS	BEST COLLECTION	RATING
Customer Feeling What is the customer feeling?											
Process ownership Who is in the lead on this?											
Opportunities	OFFER	FREE SHIPPING	BUY ONE GET ONE FREE	OFFER	FREE SHIPPING	BUY ONE GET ONE FREE	GIFTS FOR ANY 10 MEMBERS	NOT RESPONSE	OFFERS	DISCOUNT	VARIETY DESIGN

