

Project Design Phase-II

CUSTOMER JOURNEY

Date	20 October 2022
Team ID	PNT2022TMID44560
Project Name	Smart Fashion Recommender Application
Maximum Marks	4 Marks

Customer Journey:

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
Actions What does the customer do? What information do they look for? What is their context?	To buy there required goods	Log in as a user to make your search easy Fill the required data enter an valid contact number	Search for the required goods check the availability Choose your payment method Confirm the order	Ask opinion Advisea others and make them to buy
Needs and Pains What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>	Verified information Outdated info	Make an quick setup Avoid giving invalid address or data	More filters to quick search Bad network connectivity Specification about the goods Too many options	Earn benefits and offers Make an review by yourself Avoid asking opinion toall
Touchpoint What part of the service do they interact with?	Through advertisement	Hints and user guide	Customers review Detailed specifications	Share to your contacts in social media
Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>				
Backstage				
Opportunities What could we improve or introduce?	Providing free member ship	connect with an google account for autofill the data	Make available cash on delivery to all products Increase tracking accuracy	Make a chat with your friends about your product

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