

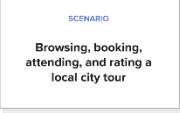











# Project design phase-II

## Customer Journey

Date	3 October 2022
Team ID	PNT2022TMID52571
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.

 <p><b>Scenario</b></p> <p>Browsing, booking, attending, and rating a local city tour</p>	 <p><b>Entice</b></p> <p>How does someone initially become aware of this process?</p>	 <p><b>Enter</b></p> <p>What do people experience as they begin the process?</p>	 <p><b>Engage</b></p> <p>In the core moments in the process, what happens?</p>	 <p><b>Exit</b></p> <p>What do people typically experience as the process finishes?</p>	 <p><b>Extend</b></p> <p>What happens after the experience is over?</p>
 <p><b>Steps</b></p> <p>What does the person (or group) typically experience?</p>	<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 sorted and are displayed using a model</p> <p>The outfit has links to the respective websites which redirects 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>
 <p><b>Interactions</b></p> <p>What interactions do they have at each step along the way?</p> <ul style="list-style-type: none"> <li>■ <b>People:</b> Who do they see or talk to?</li> <li>■ <b>Places:</b> Where are they?</li> <li>■ <b>Things:</b> 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 colour,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>
 <p><b>Goals &amp; motivations</b></p> <p>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</p>	<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>
 <p><b>Positive moments</b></p> <p>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p>	<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>	
 <p><b>Negative moments</b></p> <p>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</p>	<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>
 <p><b>Areas of opportunity</b></p> <p>How might we make each step better? What ideas do we have? What have others suggested?</p>	<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>	