

CUSTOMER JOURNEY MAP :



Smart Fashion Recommender Application

| SCENARIO Buying New fashion Clothes , Order, Track , Return | 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? |
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| Steps What does the person (or group) typically experience? | <div>Going to shop</div> <div>Searching for New Fashion Clothes</div> <div>Watch Review video</div> <div>Most of the customer's search clothes in big shops</div> <div>Products tend to vary with seasonal and hot</div> <div>Products sector has been increasing</div> | <div>Start purchase for functions</div> <div>Confirm payment for items</div> <div>Email reminder</div> <div>After deciding to buy clothes, they click the "Purchase" button</div> <div>They fill in all the details and verify card information, then continue</div> <div>Once they receive the items, receive a reminder email is sent to start</div> | <div>Order is arriving</div> <div>Receiving product</div> <div>Make a trial on new Clothes</div> <div>Customer get email a day before shipping the product</div> <div>On the day customer receiving the product</div> <div>wear the new delivery, for size checking</div> | <div>Writing & submitting review</div> <div>Take a pic with new clothes</div> <div>The user enter a review and give feedback or star rating out of 5</div> <div>Share the images with friends and relatives</div> | Dress appears in the user profile |
| Interactions What interactions do they have at each step along the way? <ul style="list-style-type: none"> People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects would they use? | <div>Ask about clothes for big shops</div> <div>Check on website for online photos and videos</div> <div>Watch Try on video, dress collections</div> | <div>section of the website, iOS app, or Android app</div> <div>Customer's email (Outlook, iMac, Outlook, or website that Google)</div> <div>Payment overlay with in the website, iOS app, or Android app</div> | <div>Think about product quality</div> <div>Check its right size</div> | <div>Look beautiful in new clothes</div> <div>Feel motivated</div> | Recommendations span across website, iOS app, or Android app |
| Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...") | <div>I only see what they have to offer</div> <div>I hope they can get more discounts</div> <div>Helps me to get new fashion clothes</div> | <div>Help me connect to Buying this clothes</div> <div>Help me get it right this payment can withdraw from my bank</div> <div>Helps me make sure I don't forget about my Orders</div> | <div>Help Me for door step delivery</div> <div>Help me for new fashion</div> | <div>Help me with good feelings and no awkwardness</div> | Help me see ways to enhance my new Look |
| Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? | <div>Get clothes with more discount</div> <div>Look you like their style</div> | <div>Current payment low is very bare bones and simple</div> <div>We've heard from several people that the reminder emails were essential</div> | <div>People love the Clothes itself, we have a 98% satisfaction rating</div> | <div>People generally get self confident when put new clothes</div> | We think people like these recommendations because they have an extremely high engagement rate |
| Negative moments What steps does a typical person find frustrating, confusing, lingering, costly, or time-consuming? | <div>doesn't found fit size clothes</div> | <div>Trepidation about the purchase ("I hope this will be worth it")</div> | <div>Sometimes receive wrong clothes</div> | <div>Customers report feeling review fatigue</div> | |
| Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested? | <div>Make a review by customer and give the product you will not have to return and it</div> <div>More collection in all size range</div> | <div>ADD Cash on delivery</div> | <div>How might we make our Collection for all sizes</div> | <div>How might we make it clear that tipping is appreciated but not necessary?</div> | |

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