Project Design Phase -II
Customer Journey

Date	19 September 2022
Team ID	PNT2022TMID43745
Project Name	Smart Fashion Recommender Application

Team Leader - Praveena S

Team member - Kaviarasi I

Team member - Preethi G

Team member - Shree Hari Priya

Customer experience journey map

This customer experience journey map shows, the steps and experience gained by the customer by using Smart fashion recommender system. The advantages and disadvantages that experienced by the user is clearly explains here.

Created in partnership with

Product School

Share template feedback

Need some inspiration?
See a finished version of this template to kickstart your work.

Open example →

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.

TIP
As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting.

	SCENARIO: Browsing, booking, attending, and rating a local city tour	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?
Steps — What does the person (or group) typically experience?		**Information from friends and classmates, develop interest in the app** · **Finding apt recommended application is tricky** / A happy customer shares their experiences with them · Finds people search for good recommender application with their similar choices	**Home Page** · **Chat-Bot** / Home page have, what users generally or commonly application used for · Chat bot acts as Guide to the application that where the user navigate to	**Search** · **Browse** · **Choose** · **Order** · **Delivery** / It user wants to search something, the chat bot recommends the things from most commonly viewed · User able to buy directly by searching or using recommendation according to their interests · When customer find the product is usable and worth to buy they can add the product to cart · Once the order confirms, they can pay either UPI or Cash on delivery · The company owner or manufacturer delivers the product to user on time	**Receive** · **Replace** / Firstly, Customer receives the product they purchased with the product moment · If the customer not satisfied with the product they can send back to the manufacturer and change the product	**Reviews** · **Recommendations and Resales** / User able to share the experience by using the product and give feedback about the product · If the customer not satisfied with product they can send back to the manufacturer and change the product
Interactions — What interactions do they have at each step along the way? · **People:** Who do they see or talk to? · **Places:** Where are they? · **Things:** What digital touchpoints or physical objects would they use?		**Discount and Offers are made to attract the user to buy a product** / User can search the product they want either form category or new search · User can select the products from recommended products	**App assistants helps users to navigate through the screens** / User interface of the app interacts the most · Customer arrival increases by offering or by Discount	**To reach the user expectation accurately Voice assistance can be used** · **Navigation avoid confusion among the product categories to stay smooth screens**	**This system maintains users privacy and data security** · **Project is worth for the cost, after buying the product user feels worthiness** / Attractive user interface that makes user easy to use	**People may rate using this recommendation system after purchases by the experienced people** · **Feedback given by the user is helpful to recommending such products** / User can view and review the product after they buy
Goals & motivations — At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")		**Motive to give attractive products** / Product specifications should meet Customer expectations · Customer should get benefited for their money	**Making Offers and discounts to attract the customers** / Chatbots are very interactive and refreshed user interface · Making landing page with attractive recommended products	**People will become more friendly with chat bot recommendation system** · **Customer review and rating is available for increasing system faulty** / Easier user interface makes customer feeling free to search · System frequently checking availability of products · Looking into trending and newly arrived products	**Customer needs to check the offers' discount changes frequently** / Once the product is whole listed, it can be moved to the cart for further process · User can able to track the product after Ordered	**Recommending the products for the user search** / Processing the user order · Push notification to user products to user
Positive moments — What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?		Customer ratings and product reviews are increased · Positive feedback from all aspects of UI/UX	An intelligent bot that attracts the user needs and requirements · A smooth and adaptive user that changes based on the user data	Customer finds the product what they wants · Customer can save here by using attractive offers and discounts · Product specification can meet the user needs	User gets the desired products without any damage · User friendly delivery of the products	User receives the recommendation based on the feedback they give · User can continue to reuse the application for future use
Negative moments — What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?		Choosing quality products from the application · Smooth application navigator · Secure payment gateway	Attractive user interface · Viewing products by recommendations or by categories · New Intelligent Chatbot	New Mechanism used to manage the products · Advanced chat bot recommendation · New type search that will help users to navigate to desired screens	Delaying delivery date and offer expired · Searching products by filtering discounts and offers · Smooth User experience	More push notification to irritate user for new products · Offer expired to the user · Background process with active data
Areas of opportunity — How might we make each step		User chatbot for navigation · Make chat bot interacted with user · No crammed and communication need to user need	Product finding made searching · Product finding made easy by using chat bot · Interactive with the application by being chat bot	Chat bot linking the user and the system more · Searching inside easy with the system · Making customer to use the application the most	Notification can easily click on the item · Experience well now and but makes user to give longer time app switching · User light behaves by pointing the ad, info and personalization	User experience is enhancing more · Showing product updates to make enhancement making more suggestion · Making the app enhancement to more giving application output