




Customer experience journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

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





 **Product School**

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Smart Fashion Recommender Application

Team Id : PNT2022TMID43960

<div> SCENARIO</div> <div>Browsing, booking, attending, and rating a local city tour</div>	<div></div> <div>Entice</div> <div>How does someone initially become aware of this process?</div>	<div></div> <div>Enter</div> <div>What do people experience as they begin the process?</div>	<div></div> <div>Engage</div> <div>In the core moments in the process, what happens?</div>	<div></div> <div>Exit</div> <div>What do people typically experience as the process finishes?</div>	<div></div> <div>Extend</div> <div>What happens after the experience is over?</div>
<div> Steps</div> <div>What does the person (or group) typically experience?</div>	<div><div>Peoples Watch fashion related videos</div><div>Most of the customers found cloths in big shops</div><div>A happy customer shares their experiences with people around them.</div><div>Going to shop</div><div>Peoples Need to stay with current fashion</div><div>Searching for apps and get recommendedunder similar interests</div></div>	<div><div>They fly out their contact and credit card information, then continue</div><div>One day before the Dress receive a reminder email is sent to user</div><div>Confrn payment for dress</div><div>A chatbot at the welcome screen to navigate and aid the user to make decisions using valid recommendation</div><div>The home page consists of what the users generally or most commonly use the application for.</div><div>After deciding to buy clothes , they click the Purchase button</div></div>	<div><div>Customers get email a day before arriving</div><div>The user searches for an Idea or the chatbot recommends them to buy a product which are most commonly purchased</div><div>On the day customer receiving the product</div><div>Order is arriving</div><div>wear the new clothes for size checking</div><div>The user then browses through the variety of products under categories for an ideal product of their choice</div><div>Make a Trail on new Clothes</div><div>When they find a product or a collection of products that they desire, the choose and move to the cart for further process.</div><div>A user completes the purchase from a variety of option either cash or cashless, UPI, card, etc</div></div>	<div><div>The user writes a review and gives the tour a star- rating out of 5</div><div>Share the images with friends and relatives</div></div>	<div><div>Dress appears in the user profile</div><div>The users, from their experiences, recommend the app to their circle, and reuse when they need to purchase new products</div></div>
<div> Interactions</div> <div>What interactions do they have at each step along the way?</div> <div><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>	<div><div>Selection of products from recommended products</div><div>Check on Websites and Ofine shops and stores</div><div>On seaching of desired product and selection of quality of product</div><div>More discounts and offers to be provided to attract users</div></div>	<div><div>Customer's email (software like Outlook or website</div><div>Payment overlay within the website, iOS app,</div><div>The app assistant helps user to navigate</div></div>	<div><div>Voice assistant is used to show high recommendations of the products</div><div>Navigation from page to page remains stable and smooth</div><div>Think about product quality</div></div>	<div><div>User should feel the product is worth of money after buying the product</div><div>Privacy and security of the system</div></div>	<div><div>People around the user can relate to the application and start suing the product</div><div>User can rate and review the product after the product is delivered</div></div>
<div> Goals & motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div><div>Help me to get new fashion clothes</div><div>Help me see what they have to offer</div></div>	<div><div>Help me make sure I don't forget about my Orders</div><div>Offers and discounts on moving carousel</div></div>	<div><div>Pepole will more engage with chat bor recommendation</div><div>Looking into trending and quality things</div></div>	<div><div>status Moving selected products into cart</div></div>	<div><div>Help me see ways to enhance my new Look</div></div>
<div> Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div><div>Get clothes with more attractive</div><div>Positive feedbacks and recommendations from the circle</div></div>	<div><div>An intelligent assistant that can understand the needs of the user.</div></div>	<div><div>User gets huge offers and discounts and makes big savings.</div></div>	<div><div>The delivery process is easy and userfriendly.</div></div>	<div><div>User gives good reviews and recommendations to their circle</div></div>
<div> Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div><div>Choosing quality products</div></div>	<div><div>Trepidation about the purchase ("I hope this will be worth it!")</div></div>	<div><div>Sometimes receive wrong products</div></div>	<div><div>Searching products with discount and offers</div></div>	<div><div>More push notificaton</div></div>
<div> Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div>	<div><div>Make it easier to compare and shop for experiences without having to click on them</div><div>We created chat bot which make more interaction towards user</div></div>	<div><div>Easy fnding products using chat bot</div><div>Making user to have more interaction</div></div>	<div><div>Chat bot creates more engaging user</div></div>	<div><div>Experienced with new chat bot</div><div>Satisfied with application</div></div>	<div><div>Making enhancements in the application for better experience</div></div>