






Project Design Phase-II

Customer Journey Map

Date	15 October 2022
Team ID	PNT2022TMID01420
Project Name	Smart fashion recommender application
Maximum Marks	4 Marks

	 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 of 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?	Visit the website Interact with the Chatbot Browse the recommended products View Product information and Reviews Add to Cart Proceed to Checkout Complete the purchase	Browse the website View Product information and Reviews Add to Cart Proceed to Checkout Complete the purchase	Browse the website View Product information and Reviews Add to Cart Proceed to Checkout Complete the purchase	Browse the website View Product information and Reviews Add to Cart Proceed to Checkout Complete the purchase	Browse the website View Product information and Reviews Add to Cart Proceed to Checkout Complete the purchase
Interactions What interactions do they have at each step using the app? People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects would they use?	The website The chatbot The product page The checkout page	The website The chatbot The product page The checkout page	The website The chatbot The product page The checkout page	The website The chatbot The product page The checkout page	The website The chatbot The product page The checkout page
Goals & motivations At each step, what is a person's primary goal or motivation? (Help me... or "Help me avoid...")	Find the latest fashion trends Find the best deals on fashion products Find the most stylish and comfortable clothing Find the most fashionable and trendy clothing	Find the latest fashion trends Find the best deals on fashion products Find the most stylish and comfortable clothing Find the most fashionable and trendy clothing	Find the latest fashion trends Find the best deals on fashion products Find the most stylish and comfortable clothing Find the most fashionable and trendy clothing	Find the latest fashion trends Find the best deals on fashion products Find the most stylish and comfortable clothing Find the most fashionable and trendy clothing	Find the latest fashion trends Find the best deals on fashion products Find the most stylish and comfortable clothing Find the most fashionable and trendy clothing
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Discovering new fashion trends Finding the best deals on fashion products Finding the most stylish and comfortable clothing Finding the most fashionable and trendy clothing	Discovering new fashion trends Finding the best deals on fashion products Finding the most stylish and comfortable clothing Finding the most fashionable and trendy clothing	Discovering new fashion trends Finding the best deals on fashion products Finding the most stylish and comfortable clothing Finding the most fashionable and trendy clothing	Discovering new fashion trends Finding the best deals on fashion products Finding the most stylish and comfortable clothing Finding the most fashionable and trendy clothing	Discovering new fashion trends Finding the best deals on fashion products Finding the most stylish and comfortable clothing Finding the most fashionable and trendy clothing
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Finding the best deals on fashion products Finding the most stylish and comfortable clothing Finding the most fashionable and trendy clothing	Finding the best deals on fashion products Finding the most stylish and comfortable clothing Finding the most fashionable and trendy clothing	Finding the best deals on fashion products Finding the most stylish and comfortable clothing Finding the most fashionable and trendy clothing	Finding the best deals on fashion products Finding the most stylish and comfortable clothing Finding the most fashionable and trendy clothing	Finding the best deals on fashion products Finding the most stylish and comfortable clothing Finding the most fashionable and trendy clothing
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Find the latest fashion trends Find the best deals on fashion products Find the most stylish and comfortable clothing Find the most fashionable and trendy clothing	Find the latest fashion trends Find the best deals on fashion products Find the most stylish and comfortable clothing Find the most fashionable and trendy clothing	Find the latest fashion trends Find the best deals on fashion products Find the most stylish and comfortable clothing Find the most fashionable and trendy clothing	Find the latest fashion trends Find the best deals on fashion products Find the most stylish and comfortable clothing Find the most fashionable and trendy clothing	Find the latest fashion trends Find the best deals on fashion products Find the most stylish and comfortable clothing Find the most fashionable and trendy clothing