

# Smart Fashion Recommender Application

## Customer Journey

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# Customer experience journey map

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## 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 "True Is" 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?
<b>Steps</b> What does the person (or group) typically experience?	<b>Hear from friends and colleagues, develop interest into the app</b> A happy customer shares their experiences with people around them.	<b>Searching for apps and get recommendations under similar interests</b> When there is a need, people search for applications and find the one that suits their interests.	<b>Home Page</b> The home page contains a variety of cards showing different categories and the user can click on them to explore more.	<b>Search</b> The user searches for an item or service through the search bar and finds the one they are interested in.	<b>Reviews</b> The customer reviews the product and shares their experience with others.
<b>Interactions</b> What interactions do they have at each step along the way? <ul style="list-style-type: none"><li>People: Who do they see or talk to?</li><li>Places: Where are they?</li><li>Things: What digital touchpoints or physical objects would they use?</li></ul>	<b>More discounts and offers to attract users</b> On searching of desired product and selection of quality of product.	<b>User Interface interacts the user</b> By giving more discounts.	<b>Navigation from page to page remains stable and smooth</b> Voice assistant is used to show high recommendations of the products.	<b>The good UI experience</b> Privacy and security of the system.	<b>User can rate and review the product after the product is delivered.</b> People around the user can review the product and use the product.
<b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	<b>To get desired product</b> attractive products	<b>Value for money</b> Delivered interface and interactive chat bot.	<b>Offers and discounts on moving forward</b> Landing page with attractive products.	<b>Checking availability</b> People will more engage with chat bot recommendations.	<b>Checking order status</b> Moving selected product this cart.
<b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<b>Positive feedback and recommendations from the circle.</b> Customer ratings in app store and more downloads and initial users.	<b>A smooth and delightful of the user</b> An intelligent assistant that can understand the needs of the user.	<b>User finds product of desire</b> User finds better products than what they wanted.	<b>User gets huge discounts and makes big savings.</b> User gets the product in good shape.	<b>User receives good reviews and recommendations by their circle.</b> User gives good reviews and recommendations by their circle.
<b>Negative moments</b> What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<b>Choosing quality products</b> Application Navigation	<b>Payment process</b> User Interface	<b>New chat bot</b> New chat bot recommendation.	<b>User experience</b> Searching products with discount and offers.	<b>More push notification</b> Offer expired.
<b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?	<b>We created chat bot which makes more interaction towards user.</b> We improve the user experience based on user preferences.	<b>Chat bot was for navigation</b> More suggested products using search.	<b>Easy finding products using chat bot</b> Making user to have more interaction with application.	<b>User finds more easy way to search products with chat bot.</b> User finds more easy way to search products with chat bot.	<b>enhancing user experience</b> Showing new products based on search.