Customer Journey Map

Smart Fashion Recommender – team id -> PNT2022TMID01380

# Entice

SCENARIO

**Browsing, booking, attending, and rating a local city tour**

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**

**Email for Update**

Personalized offers

Receive notification update for the website

Cost free save time save money

Email reminder

Email confirmation

Start purchase

Browse available products

Choose a thing and number of items

Visit website or app

**Customer free that is**

**cost free to use**

Add to wishl ist Product available

What does the person (or group) typically experience?

Giving Feedback

Payment

**The Customer product can be Given**

**Ordering the products**

Viewdetail on a single tour

**A customer navigates to the product**

The customer types a different things like cloths

The customer sees available products

They can purchase some products

An email immediately send to confirm message

Have confirmation message and click confirm

**They feel it saves times for taking care of elders and go to work**

It saves money which used for keeping caretakers for taking care of elders

Favorite product can b added to the watch list for future use

**Wait for Delivery**

User will wait for the delivery

## Interactions

**[ interaction the product ]**

Relocated the same website for more purchased

**[ interaction with Delivery product**

[ interaction with

search bar ]

Viewing all the search result in single page

Post-purchase screens website, iOS app,or Android app

Getting interest buy more product

**Proper address can be given for the purchased product**

**[ interaction**

**with delivery ]**

Happy as a customer fnding easy to use

What interactions do they have at

**[ Interaction in a Electronic devices ]**

**[ interaction with chat-bot ]**

section of the website,iOS app, or Android app

**[ Interaction with a delivery product**

**website login page**

**[ interaction with the server and Database]**

Payment overlay within the website, iOS app, or Android app

**Product status details section of website**

each step along the way?

[ interaction the App notification ]

**Customer can get satisfied**

Customer request to the chat-bot

Chat-bot are played more efficiently

**People:** Who do they see or talk to?

**[interaction with the UI of the website ]**

**Places:** Where are they?

**Things:** What digital touchpoints or physical objects would they use?

**Verifying the quality based on reviews**

**Help users to get proper searches**

## Goals & motivations

At each step, what is a person’s primary goal or motivation? (“Help me...” or “Help me avoid...”)

## Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

## Negative moments

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

**Recommend the previous search History for the use**

Help me to avoid to take the login loading page more time

**Searching products according to needs**

**Feel good**

**products**

Help me to avoid the advertisement while viewing the search result

**Help me to get a quality product**

**Help me to avoid the crime while payments are made**

**Getting correct product on delivery**

**Getting the correct Product**

**Quality of the product**

**Getting correct recommended product for the user**

**Fast delivery,good quality of products**

**Offered product, great deals on product**

**While loading it takes more time to search which feels frustated**

**User Authentication has been successful**

**Help me to get notification**

Help me to avoid load more number of pages

Getting correct Fashion choices for the user

Help to avoid unwanted Product for selections

Help me to increase the customer loyalty

Help in recommending fashion choices

**Help me to get a result link for the password in case it is incorrect**

**Eagerness to get into the website**

**Application should be easy to use**

**Good reviews on Products**

Makes enthusiastic to see more number of relevant products

**Getting the Correct product on Delivery**

**Customer is satisfed of the product**

**Eagerness to get the purchase**

Good Fashion Recommendation

**Feels happy after receiving a product**

**Good Quality and reviews of the product**

[ People leave review as an arduous process ]

**[Wrong product delivered]**

**[Quality of the product is not good ]**

Products must be related to their specifc requirement

**Product image cannot be display**

**When customer can get angry they not get the product**

**The product cannot be proper**

## Areas of opportunity



**Feels happy after receiving a product**

How might we make each step better? What ideas do we have? What have others suggested?

### Improving quality of the products

Align the products according to the top sites

### Greeting user while exiting the application

**Repetition about the purchase**

**[Concern for sharing bank & product details]**

#### Greeting user while exiting the application