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Customer Journey Map

Process
 Mapping existing, desired, alternative processes

STEPS
 What steps are involved in it?

INTERACTIONS
 What interactions do they have at each step along the way?
 Things: What digital touchpoints do they interact with?
 People: Who are they?
 Results: What do they get at the end?

GOALS
 In each step, what is your customer's goal or intention? (Help me, "or" help me avoid, "I")

POSITIVE COMMENTS
 What does this digital customer find valuable, pleasant, fun, interesting, enlightening, exciting?

NEGATIVE COMMENTS
 What does this digital customer find frustrating, annoying, unpleasant, boring, or time-consuming?

OPPORTUNITY
 How might we make each step better? What does it do for them? What have others suggested?

Step 1: Initial Contact	Step 2: Onboarding	Step 3: Core Usage	Step 4: Advanced Features	Step 5: Support & Feedback
STEPS 1.1 Initial Contact 1.2 Onboarding 1.3 Core Usage 1.4 Advanced Features 1.5 Support & Feedback	STEPS 2.1 Onboarding 2.2 Core Usage 2.3 Advanced Features 2.4 Support & Feedback	STEPS 3.1 Core Usage 3.2 Advanced Features 3.3 Support & Feedback	STEPS 4.1 Advanced Features 4.2 Support & Feedback	STEPS 5.1 Support & Feedback
INTERACTIONS 1.1 Initial Contact 1.2 Onboarding 1.3 Core Usage 1.4 Advanced Features 1.5 Support & Feedback	INTERACTIONS 2.1 Onboarding 2.2 Core Usage 2.3 Advanced Features 2.4 Support & Feedback	INTERACTIONS 3.1 Core Usage 3.2 Advanced Features 3.3 Support & Feedback	INTERACTIONS 4.1 Advanced Features 4.2 Support & Feedback	INTERACTIONS 5.1 Support & Feedback
GOALS 1.1 Initial Contact 1.2 Onboarding 1.3 Core Usage 1.4 Advanced Features 1.5 Support & Feedback	GOALS 2.1 Onboarding 2.2 Core Usage 2.3 Advanced Features 2.4 Support & Feedback	GOALS 3.1 Core Usage 3.2 Advanced Features 3.3 Support & Feedback	GOALS 4.1 Advanced Features 4.2 Support & Feedback	GOALS 5.1 Support & Feedback
POSITIVE COMMENTS 1.1 Initial Contact 1.2 Onboarding 1.3 Core Usage 1.4 Advanced Features 1.5 Support & Feedback	POSITIVE COMMENTS 2.1 Onboarding 2.2 Core Usage 2.3 Advanced Features 2.4 Support & Feedback	POSITIVE COMMENTS 3.1 Core Usage 3.2 Advanced Features 3.3 Support & Feedback	POSITIVE COMMENTS 4.1 Advanced Features 4.2 Support & Feedback	POSITIVE COMMENTS 5.1 Support & Feedback
NEGATIVE COMMENTS 1.1 Initial Contact 1.2 Onboarding 1.3 Core Usage 1.4 Advanced Features 1.5 Support & Feedback	NEGATIVE COMMENTS 2.1 Onboarding 2.2 Core Usage 2.3 Advanced Features 2.4 Support & Feedback	NEGATIVE COMMENTS 3.1 Core Usage 3.2 Advanced Features 3.3 Support & Feedback	NEGATIVE COMMENTS 4.1 Advanced Features 4.2 Support & Feedback	NEGATIVE COMMENTS 5.1 Support & Feedback
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Project Name

Smart Fashion Recommender Application