Smart fashion app recommender

Customer journey map

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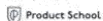MEMBER1: RASHID K
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Customer experience journey map

This customer experience journey map shows, the steps and experience gained by the customer by using Smart fashion recommender system. The advantages and disadvantages that experienced by the user is clearly explains here.
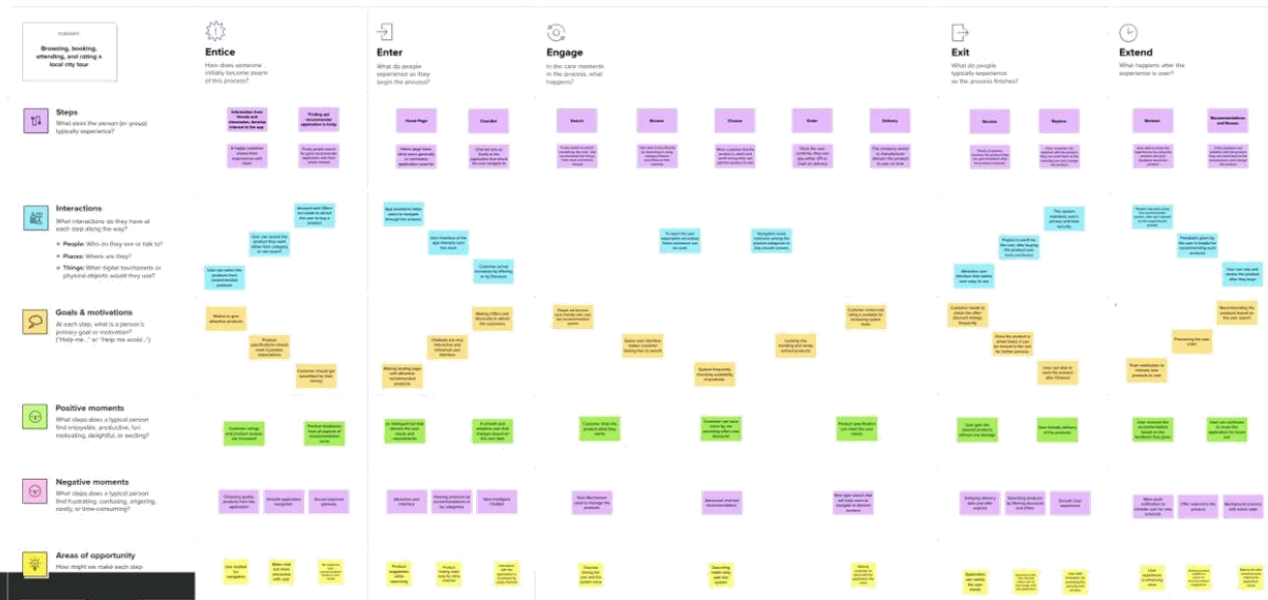
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Document an existing experience

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 "Five Es" the left or right depending on the scenario you are documenting.

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

Steps
What steps the person (or group) typically experience?

Interactions
What interactions do they have at each step along the way?
- **People:** Who do they see or talk to?
- **Places:** Where are they?
- **Things:** What digital touchpoints or physical objects would they use?

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?

Areas of opportunity
How might we make each step

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?

Entice	Enter	Engage	Exit	Extend
Information from friends and classmates, develop interest to the user	Home Page	Search	Service	Reviews
Finding apt recommended application is tricky	Checklist	Browse	Explore	Recommendation and Review
A happy customer shares their experience with their friend		Choose		
		Order		
		Delivery		

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