

Project Design Phase-II

Customer Journey Map

Date	15 October 2022
Team ID	PNT2022TMID44747
Project Name	Smart fashion recommender application
Maximum Marks	4 Marks

	Entice	Enter	Engage	Exit	Extend
Entice How does someone initially become aware of the process?	Enter What do people experience as they begin the process?	Engage At the core moments in the process, what happens?	Exit What do people typically experience as the process winds up?	Extend What happens after the experience is over?	
Steps What does the person (or group) typically experience?	Visit the website Sign up or log in Browse the recommended products View Product Recommendations Add to cart Checkout Receive confirmation email	Browse the recommended products View Product Recommendations Add to cart Checkout Receive confirmation email	Add to cart Checkout Receive confirmation email	Receive confirmation email Add to cart Checkout Receive confirmation email	Receive confirmation email Add to cart Checkout Receive confirmation email
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?	Website Mobile app Email Social media	Website Mobile app Email Social media	Website Mobile app Email Social media	Website Mobile app Email Social media	Website Mobile app Email Social media
Goals & motivations At each step, what is a person's primary goal or motivation? (These may...or they may avoid...)	Discover new products Browse the recommended products View Product Recommendations Add to cart Checkout Receive confirmation email	Browse the recommended products View Product Recommendations Add to cart Checkout Receive confirmation email	Add to cart Checkout Receive confirmation email	Receive confirmation email Add to cart Checkout Receive confirmation email	Receive confirmation email Add to cart Checkout Receive confirmation email
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Discover new products Browse the recommended products View Product Recommendations Add to cart Checkout Receive confirmation email	Browse the recommended products View Product Recommendations Add to cart Checkout Receive confirmation email	Add to cart Checkout Receive confirmation email	Receive confirmation email Add to cart Checkout Receive confirmation email	Receive confirmation email Add to cart Checkout Receive confirmation email
Negative moments What steps does a typical person find frustrating, confusing, engaging, costly, or time-consuming?	Discover new products Browse the recommended products View Product Recommendations Add to cart Checkout Receive confirmation email	Browse the recommended products View Product Recommendations Add to cart Checkout Receive confirmation email	Add to cart Checkout Receive confirmation email	Receive confirmation email Add to cart Checkout Receive confirmation email	Receive confirmation email Add to cart Checkout Receive confirmation email
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Discover new products Browse the recommended products View Product Recommendations Add to cart Checkout Receive confirmation email	Browse the recommended products View Product Recommendations Add to cart Checkout Receive confirmation email	Add to cart Checkout Receive confirmation email	Receive confirmation email Add to cart Checkout Receive confirmation email	Receive confirmation email Add to cart Checkout Receive confirmation email