

Project Design Phase-II Customer Journey Map

Date	17 October 2022
Team ID	PNT2022TMID47029
Project Name	Project - Smart Fashion Recommender Application
Maximum Marks	4 Marks

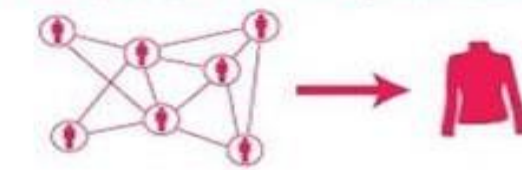
“FLASH SALE” DISCOVERY

Power product discovery and engagement by pushing daily, category-based, “Flash Sales.”



SOCIAL CURATION

Instead of editorially-driven merchandising, enable influencers to elevate and share products to influence purchase decisions.



LOCAL DISCOUNTS

Drive consumers into stores, via location-based discounts.



MOBILE LOYALTY PROGRAM

Re-engage and reward consumers by enabling them to earn discounts when they check-in to retail stores.



NATIVE FUNCTIONALITY

Take advantage of key features of the device, like providing consumers with a useful and engaging way to scan everyday objects, identify a color hue, and quickly find matching products.












MOBILE & RETAIL CONVERSION

The ultimate goal is to drive commerce from the mobile experience, as well as drive consumers into retail stores.



SMART FASHION RECOMMENDATION APPLICATION

<div>SCENARIO</div> <div>Browsing, booking, attending, and rating a local city tour</div>	<div></div> <div>Entice</div> <div>How does someone initially become aware of this process?</div>	<div></div> <div>Enter</div> <div>What do people experience as they begin the process?</div>	<div></div> <div>Engage</div> <div>In the core moments in the process, what happens?</div>	<div></div> <div>Exit</div> <div>What do people typically experience as the process finishes?</div>	<div></div> <div>Extend</div> <div>What happens after the experience is over?</div>
<div></div> <div>Steps</div> <div>What does the person (or group) typically experience?</div>	<div>Search for a Clothes</div> <div>Visit Website or APP</div> <div>Choose the Gender</div> <div>Browse the New Arrival Cloths</div> <div>View the Details about the Product</div>	<div>Start Purchasing the Products</div> <div>Complete the Payment Information</div> <div>Confirm Payments</div> <div>Email Confirmation</div> <div>Email Remainder</div>	<div>Experience of Product Purchasing</div>	<div>Promote for reviews</div> <div>Write and submit the Reviews</div>	<div>Personalized Recommendation</div> <div>Personalized offers</div> <div>Personalized Suggestion after Purchase</div>
<div></div> <div>Interactions</div> <div>What interactions do they have at each step along the way?</div> <div><div>■ People: Who do they see or talk to?</div><div>■ Places: Where are they?</div><div>■ Things: What digital touchpoints or physical objects would they use?</div></div>	<div>Search bar of the Website, IOS app or Android app</div> <div>Clothing section of Website, IOS app or Android app</div> <div>Clothing section of Website, IOS app or Android app</div> <div>Clothing section of Website, IOS app or Android app</div> <div>Clothing section of Website, IOS app or Android app</div>	<div>Payment section of Website, IOS app or Android app</div> <div>Payment overlay within the website, IOS app or Android app</div> <div>Payment overlay within the website, IOS app or Android app</div> <div>Customer's email (software like Outlook or website like Gmail)</div> <div>Customer's email (software like Outlook or website like Gmail)</div>	<div>Direct interaction with the Chat bot</div> <div>Common interaction with the customers using the chat bot</div>	<div>Customer's email (software like Outlook or website like Gmail)</div> <div>"Leave a review" model window within the profile on the website, IOS app or Android app</div>	<div>Recommendation span across website, IOS app or Android app</div> <div>Customer's email (software like Outlook or website like Gmail)</div> <div>Post-Purchase screens website, IOS app or Android app)</div>
<div></div> <div>Goals & motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div>Help me to get this product</div> <div>Help me have more fun with the Chat Bot</div> <div>Help me avoid seeing the unrelated products</div> <div>Help me See What they have to offer</div> <div>Help me Understand the Product</div>	<div>Help me commit to going on this product</div> <div>Help me get through this payment part</div> <div>Help me feel confident that my purchase is finalized and tell me what to do next.</div> <div>Help me feel confident that my purchase is finalized and tell me what to do next.</div> <div>Help me make sure I don't forget about my purchases that I don't want to miss or get disappointed</div>	<div>Help me feel good about my decision to go on this product</div>	<div>Help me Spread the word about a great product watch-outs and feedback for one that was not so good</div>	<div>Help me see what I've done before.</div> <div>Help me see what I could be doing next</div> <div>Help me see ways to enhance my new products</div>
<div></div> <div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>		<div>Easy price comparison of the product</div> <div>It's fun to look at options and imagine doing each product</div>	<div>Excitement about the purchase ("Here we are!")</div> <div>Current payment flow is very bare-bones and simple</div> <div>We've heard from several people that the reminder emails were essential, especially if they booked way in advance</div>	<div>People love the product itself, we have a 98% satisfaction rating</div>	<div>People like looking back on their past purchase</div>
<div></div> <div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>		<div>Several people expressed "information overload" as they browse</div> <div>People express a bit of fear of commitment at this step</div>	<div>Trepidation about the purchase ("I hope this will be worth it!")</div>		
<div></div> <div>Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div>	<div>U</div>	<div>Make it easier to compare and shop for experiences without having to click on them</div> <div>Provide a simpler summary to avoid information overload</div>	<div>Decrease Traffic facing by the customer</div> <div>Related searching products using chatbot</div>	<div>Providing more security</div>	