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

SMART FASHION RECOMMENDATION APPLICATION

Phases

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?

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

Entice					Enter					Engage	Exit		Extend		
Search for a Clothes	Visit Website or APP	Choose the Gender	Browse the New Arrival Cloths	View the Details about the Product	Start Purchasing the Products	Complete the Payment Information	Confirm Payments	Email Confirmation	Email Remainder	Experience of Product Purchasing	Promote for reviews	Write and submit the Reviews	Personalized Recommendation	Personalized offers	Personalized Suggestion after Purchase
People are Searching New Clothes for their daily life.	Instead of Visiting the Shops, they use Website, iOS app or Android app	They Need to choose their Gender for Searching the Cloths	Browse their Needed Clothes	The Customer taps to View more. They see infomation about the product	After deciding to purchase a product , they click on Purchase button	They fill out their Contact and Credit Card details, then click Continue	They see the Summary of what they are about to purchase	An email immediately sends to confirm their product	One day Before it will remain the date and time of delivery	Customer can tell their experience of shopping	After the product delivery, an email and in app notification prompt the Customers for the review	Customer Writes a review and gives the stars-rating out of 5	Customers can inform our backend recommendation system	Customer can tell which type of offers the need	Customer can say any Suggestion to Improve the services

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?

Entice					Enter					Engage	Exit		Extend		
Search bar of the Website, iOS app or Android app	Clothing section of Website, iOS app or Android app	Clothing section of Website, iOS app or Android app	Clothing section of Website, iOS app or Android app	Clothing section of Website, iOS app or Android app	Payment section of Website, iOS app or Android app	Payment overlay within the website, iOS app or Android app	Payment overlay within the website, iOS app or Android app	Customer's email (software like Outlook or website like Gmail)	Customer's email (software like Outlook or website like Gmail)	Direct interaction with the Chat bot	Customer's email (software like Outlook or website like Gmail)	"Leave a review" model window within the profile on the website, iOS app or Android app	Recommendation span across website, iOS app or Android app	Customer's email (software like Outlook or website like Gmail)	Post-Purchase screens website, iOS app or Android app)
Using Chat Bot	Using Chat Bot	Using Chat Bot	Using Chat Bot	Customer need to know all details about the Product						Common interaction with the customers using the chat bot					

Goals & motivations
At each step, what is a person's primary goal or motivation? ("Help me…" or "Help me avoid…")

Entice					Enter					Engage	Exit		Extend		
Help me to get this product	Help me have more fun with the Chat Bot	Help me avoid seeing the unrelated products	Help me See What they have to offer	Help me Understand the Product	Help me commit to going on this product	Help me get through this payment part	Help me feel confident that my purchase is finalized and tell me what to do next	Help me feel confident that my purchase is finalized and tell me what to do next	Help me make sure I don't foget about my purchase that I don't want to miss or get disappointed	Help me feel good about my decision to go on this product		Help me Spread the word about a great product watch-outs and feedback for one that was not so good	Help me see what I've done before	Help me see what I could be doing next	Help me see ways to enhance my new products

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

Entice					Enter					Engage	Exit		Extend		
		Easy price comparison of the product	It's fun to look at options and imagine doing each product		Excitement about the purchase ("Here we go!")	Current payment flow is very bare-bones and simole			We've heard from several people that the remainder emails were essential, especially if they booked way in advance	People love the product itself, we have a 98% satisfaction rating	People generally leave purchase feeling refreshed and inspired		People like looking back on their past purchase		

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

Entice					Enter					Engage	Exit		Extend		
		Several people expressed "information overload" as they browse	People express a bit of fear of commitment at this step		Trepidation about the purchase ("I hope this will be worth it!")										

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

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Entice					Enter					Engage	Exit		Extend		
		Make it easier to compare and shop for experiences without having to click on them	Provide a simpler summary to avoid information overload		Decrease Traffic facing by the customer		Related searching products using chatbot			Providing more security					