User journey

by the Design Team of Accenture Interactive NL

The customer needs a best possible way to find the latest fashion trends so smart fashion roccomender application can be used to recommend the trendy fashion

> SMART FASHION RECOMMENDER APPLICATION

❶ Phases

High level steps your user needs to accomplish from start to finish

| WHETHER THIS APPLICATION IS SUITABLE FOR ME | WILL I GET GOOD PRODUCT SUGGESTIONS | WILL PRODUCTS IN THIS APPLICATION BE AVAILABLE FOR ALL AGES | IS IT SECURE TO USE THIS RECCOMENDATION SYSTEM? |

❷ Steps

Concrete actions your user has to perform

| GO THROUGH THE REVIEWS OF RECCOMENDATION SYSTEM | LOGIN AND GET THE USER EXPERIENCE | ASK FOR REVIEWS WITH ALREADY EXISTING CUSTOMERS | PURCHASE A PRODUCT AND KNOW THE QUALITY | CATEGORY SECTION WILL BE SEARCHED AND CHECKED FOR AVAILABLE CLOTHING OPTIONS | EXPLORE THE PRODUCTS ACCORDING TO AGE | EXPLORE IN THE WEB ABOUT SIMILAR RECOMMENDER APPLICATION | CATGORY SECTION WILL BE SEARCHED AND CHECKED FOR AVAILABLE CLOTHING OPTIONS |

❸ Feelings

What your user might be thinking and feeling at the moment

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| EXCITED TO KNOW ABOUT THE WORKING OF THE NEW SYSTEM | CHECK WITH SUGGESTIONS AND GET IMPRESSED | EXITED TO GET SUGGESTIONS FOR ALL AGE GROUPS | GET A HIGHER SECURED DATA PROTECTION AND GET OVERWHELMED |

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| SUSPICIOUS ABOUT THE APPLICATION | COMING ACROSS BAD REVIEWS AND GET RESENTED | GET DOUBTFUL ABOUT THE RECCOMENDATION QUALITY | WORRIED ABOUT DATA BREACHING |

❹ Pain points

Problems your user runs into

| SUSPICIOUS ABOUT THE APPLICATION | LOSS OF MONEY AND TIME | DEPRESSED BECAUSE OF BAD QUALITY PRODUCT | LOSS OF TRUST IN SIMILAR FIRMS |

❺ Opportunities

Potential improvements or enhancements to the experience

| GET TO EXPLORE THE RECCOMENDATION SYSTEM | GET TO EXPLORE A NEW PRODUCT | COME ACROSS VARIOUS DEALS LEADING TO A HUGE PROFIT | REGULAR UPDATES OF THE SECURITY SYSTEM LEADING TO THE MOST SECURED SYSTEM UPDATE |

Share your feedback

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