

# CUSTOMER 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

1 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 RECOMMENDATION SYSTEM?
2 Steps				
Detailed actions your user has to perform	GO THROUGH THE REVIEWS OF RECOMMENDATION 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 CATEGORY SECTION WILL BE SEARCHED AND CHECKED FOR AVAILABLE CLOTHING OPTIONS
3 Feelings				
What your user might be thinking and feeling at the moment	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 HIGHLY SECURED DATA PROTECTION AND GET OVERWHELMED
	SUSPICIOUS ABOUT THE APPLICATION	COMING ACROSS BAD REVIEWS AND GET RESENTED	GET DOUBTFUL ABOUT THE RECOMMENDATION QUALITY	WORRIED ABOUT DATA BREACHING
4 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
5 Opportunities				
Potential improvements or enhancements to the experience	GET TO EXPLORE THE RECOMMENDATION 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

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