

Project Design Phase-II

Date	29 October 2022
Team ID	PNT2022TMID07960
Project Name	Project - Smart Fashion Recommender Application With Chatbot
Maximum Marks	4 marks

CUSTOMER JOURNEY MAP

	AWARENESS	CONSIDERATION	PURCHASE	ONBOARDING	ADVOCACY
USER ACTIONS	<ul style="list-style-type: none">View online advertisementSee social media	<ul style="list-style-type: none">Sign up pageChat options	<ul style="list-style-type: none">Selects productPage productChooses shipping option	<ul style="list-style-type: none">Ready to buy productDecides to keep them	<ul style="list-style-type: none">Feedback pageGives rating online based on checkout experience
TOUCH POINTS	<ul style="list-style-type: none">Social mediaBanner ad	<ul style="list-style-type: none">E-commerceNavigation linksSearch barCategory page	<ul style="list-style-type: none">Cart confirmationLogin/sign-in pageShipping page	Order confirmation	Customer review page
PAIN POINTS	No privacy	Not good environment	Fake products	Unfriendly	No follow-up about product satisfaction
POSSIBLE SOLUTIONS	Increase awareness	More quality	More likely to purchase		