

<b>DATE:</b>	<b>16/10/2022</b>
<b>TEAM ID:</b>	<b>PNT2022TMID08681</b>
<b>PROJECT TITLE:</b>	<b>SMART FASHION RECOMMENDER APPLICATION</b>

## CUSTOMER JOURNEY MAP

<b>1 Phases</b> <small>They are ordered from start to end, following the customer journey.</small>	Awareness	Purpose	Search Process	Product evaluation
<b>2 Steps</b> <small>They are ordered from start to end, following the customer journey.</small>	View online ad, see social media campaign, hear about from friends	Plan of action for bestowal to friends/family	Searches the product; via online search engines. Clicks on the first ad result.	Opens the webpage to check the product details. Checks more products to compare the information.
<b>3 Feelings</b> <small>They are ordered from start to end, following the customer journey.</small>	Fascinated	Happy and super excited.	Confused due to the availability of numerous options. Happy with the provided information.	Annoyed due to less information.
<b>4 Pain points</b> <small>They are ordered from start to end, following the customer journey.</small>	Is not aware of all products. Doubts the value of the product.	Does not know where to start. Does not wait to spend a lot of time on research.	Expected user-friendly search engine. More yet: clear search results.	Sad to see out of stock products. Frustrated about reviews from other customer
<b>5 Opportunities</b> <small>They are ordered from start to end, following the customer journey.</small>	Empower word of mouth Extend marketing channels.	Offer comprehensive product data so that the user can make the decision with ease.	Work on providing better search results from queries. Work on providing a faster website speed and loading time.	Providing more discounts and incentives to first-time buyers.