3. Requirements Analysis

3.1 Customer Journey map

The Customer Journey Map for the *Pattern Sense* project outlines the end-to-end experience of a typical user interacting with the fabric pattern classification system. It helps identify user needs, emotions, and touchpoints across each phase of interaction, ensuring the product is user-centric and solves real problems effectively.

👤 Persona: Fabric Designer / Fashion Student

- Name: Priya

- Age: 21

- Background: Fashion design student working on a project that involves identifying fabric types.

- Goal: Quickly determine the pattern type (e.g., striped, polka-dotted) of fabric images to categorize her collection accurately.

🌀 **Insights from the Customer Journey**

- **Pain Points Identified**:

    o   User confusion if result is delayed or unclear.

    o   Lack of confidence if model predictions aren't explained.

- **Opportunities for Improvement**:

    o   Add prediction confidence level and visual feedback.

    o   Provide basic pattern information for education.

    o   Ensure UI is clean, responsive, and intuitive.