

PROJECT DESIGN PHASE II

CUSTOMER JOURNEY

Date	16 October 2022
Team ID	PNT2022TMID31098
Project Name	Smart Fashion Recommender Application
Maximum Marks	4 Marks

 Buying What do users typically buy?	 Enter What do users do when they first enter the app?	 Engage What do users do when they are engaged with the app?	 Exit What do users do when they leave the app?	 Extend What do users do when they return to the app?
Steps What steps do users typically take when they use the app?	1. User opens the app 2. User logs in 3. User browses the catalog 4. User adds items to the cart 5. User checks out	1. User browses the catalog 2. User filters items 3. User adds items to the cart 4. User checks out	1. User browses the catalog 2. User filters items 3. User adds items to the cart 4. User checks out	1. User browses the catalog 2. User filters items 3. User adds items to the cart 4. User checks out
Interactions What interactions do users have with the app?	1. User browses the catalog 2. User filters items 3. User adds items to the cart 4. User checks out	1. User browses the catalog 2. User filters items 3. User adds items to the cart 4. User checks out	1. User browses the catalog 2. User filters items 3. User adds items to the cart 4. User checks out	1. User browses the catalog 2. User filters items 3. User adds items to the cart 4. User checks out
Goals & motivations What goals and motivations do users have when using the app?	1. User wants to find new clothes 2. User wants to save money 3. User wants to look good	1. User wants to find new clothes 2. User wants to save money 3. User wants to look good	1. User wants to find new clothes 2. User wants to save money 3. User wants to look good	1. User wants to find new clothes 2. User wants to save money 3. User wants to look good
Positive moments What moments do users enjoy when using the app?	1. User finds a new item 2. User saves money	1. User finds a new item 2. User saves money	1. User finds a new item 2. User saves money	1. User finds a new item 2. User saves money
Negative moments What moments do users dislike when using the app?	1. User finds an item they don't like 2. User spends too much money	1. User finds an item they don't like 2. User spends too much money	1. User finds an item they don't like 2. User spends too much money	1. User finds an item they don't like 2. User spends too much money
Areas of opportunity What areas of opportunity do you see for the app?	1. User wants to find new clothes 2. User wants to save money 3. User wants to look good	1. User wants to find new clothes 2. User wants to save money 3. User wants to look good	1. User wants to find new clothes 2. User wants to save money 3. User wants to look good	1. User wants to find new clothes 2. User wants to save money 3. User wants to look good