

## Smart Fashion Recommender Application

| Buying New Order, Track fashion , Return Clothes  | Entice  How does someone initially become aware of this process?  | Enter  What do people experience as they begin the process?  | Engage In the core moments in the process, what happens?  | Exit  What do people typically experience as the process finishes?  | Extend What happens after the experience is over?  |
|---|---|--|---|---|--|
| Steps What does the person (or group) typically experience?   | Going to Searching for New Fashion Clothes  Most of the customers found cloths in big shops  Searching for New Fashion Peoples Watch fashion related videos | Start purchase for Functions  Confrm payment reminder  After deciding to buy clothes, they clothes the Purchase button  They fll out their contact and credit card information, then continue  Confrm payment reminder  Confrm payment reminder  One day before the Dress receive a reminder email is sent to user | Order is arriving Product  Receiving product  Customers get email a day before arriving  Receiving product  On the day customer receiving the product  Trail on new Clothes  wear the new clothes for size checking | Writing & submitting review clothes  The user writes a review and gives the tour a star- rating out of 5.  Take a pic with new clothes  Share the images with friends and relatives | Dress appears in the user profile  |
| Interactions What interactions do they have at each step along the way?  People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects would they use? | Ask about others for big shops  Check on Websites and Offline shops and stores  Watch Top models dress collections  | section of the website, iOS app, or Android app  app  Customer's email (software like Outlook or website like Gmail)  Payment overlay within the website, iOS app, or Android app  | Think about product quality  Check its right size   | Look beautiful in new clothes  Feel motivated   | Recommendations span across website, iOS app, or Android app                                   |
| Goals & motivations  At each step, what is a person's primary goal or motivation?  ("Help me" or "Help me avoid")   | Help me see what they have to offer  Help me to Get more discounts  Help me to get new fashion clothes  | Help me commit to Buying this clothes  Help me get through this payment part without too much hassle  Help me make sure I don't forget about my Orders   | Help Me for door step delivery  Help me for new fashion   | Help me with good feelings and no awkwardness   | Help me see ways to enhance my new Look  |
| Positive moments  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?  | Get clothes with more attractive look younger than age  | Current payment fow is very barebones and simple  We've heard from several people that the reminder emails were essential  | People love the Clothes itself, we have a 98% satisfaction rating   | People generally get self confident when put new clothes  | We think people like these recommendations because they have an extremely high engagement rate |
| Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?   | doesn't found<br>fit size clothes   | Trepidation about the purchase ("I hope this will be worth it!")   | Sometimes receive wrong clothes   | Customers report feeling review fatigue   |  |
| Areas of opportunity  How might we make each step better? What ideas do we have?  What have others suggested?   | Make it easier to compare and shop for experiences without having to click on them  More collection at one place  | ADD Cash<br>on delivery  | How might we make our Collection for all sizes  | How might we make it clear that tipping is appreciated but not necessary?   |  |