

Persona 1



Persona description

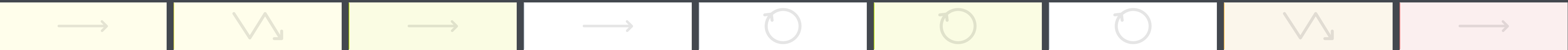
User Goals

AWARE	SEARCH	INSTALL	MAKE A PROFILE	CHAT WITH CHATBOT	ORDER	RECEIVE	FEEDBACK	DELETE
Substage title	Substage title	Substage title	Substage title	Substage title	Substage title	Substage title	Substage title	Substage title
Buy fitting clothes	Download the perfect app	Install the app to order new clothes	Enter preferences and measures to get an excellent experience	Find suitable clothing for an occasion and be advised.	Get new clothes	Get the right order	Share positive and negative experiences with other (potential) customers.	Delete the app

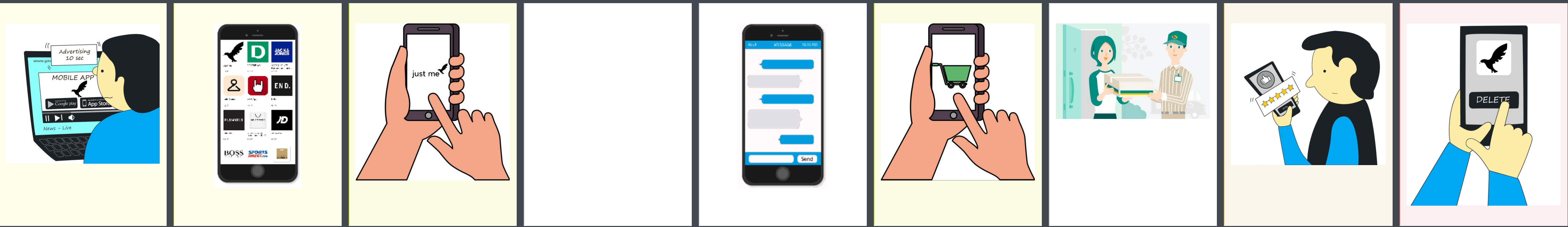
Touchpoints

Television, Social Media, Poster Advertisement	Google Play Store, App Store,		App	App	App	Parcel	Google Play Store, App Store	
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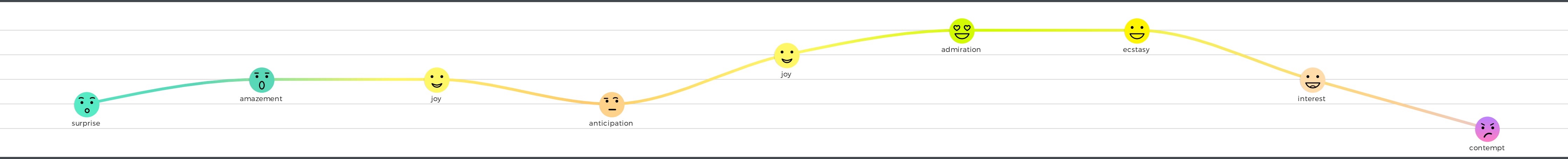
Process



Storyboard



Experience



Problems

-Reaching the target customer group	-Listing at the top	-App too big -Not enough recognition value	-Too inconvenient. -Too difficult or troublesome for the customer	-Chatbot understands wrong -No optimal recommendation -Technical errors	-Payment processing fails -Ordering of unavailable goods	-Late delivery -Delivery is damaged -Incorrect delivery address	-Only negative criticism -Criticism that cannot be improved	
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