Expectation vs. Reality Index (ERI)

Methodology v1.0 — Fashion Commerce

1. Purpose of this Methodology

This document defines how ERI is **calculated, interpreted, and applied** within fashion commerce (apparel, footwear, accessories).

This methodology operationalizes the ERI Charter v1.1.0 and does not override it.

2. Unit of Measurement

Primary unit: A **completed purchase lifecycle**, defined as:

From order placement → delivery → usage assessment → return or retention → refund completion (if applicable).

Each ERI score is derived from **multiple completed purchase lifecycles**, not single events.

3. Minimum Sample Size (Critical)

To avoid distortion:

- **Minimum sample size (n): 30 completed purchase lifecycles**
- Samples must be:
    - independent
    - non-duplicative
    - time-distributed (not same-day bulk)

Below n = 30, ERI may be published only with **Low Confidence** labeling.

4. Core ERI Components (v1.0)

ERI v1.0 is a **composite index** consisting of four components.

4.1 Promise Clarity Score (PCS)

What it measures:
How clearly expectations were documented at the point of purchase.

Inputs include:

- Size charts

- Fabric/material disclosure

- Product images vs text

- Delivery timelines

- Return & refund terms

- Platform fees visibility

Scoring logic (conceptual):

- Fully disclosed, unambiguous → higher score

- Ambiguous, hidden, or conditional → lower score

4.2 Outcome Fidelity Score (OFS)

What it measures:
How closely the delivered product matches documented expectations.

Measured dimensions:

- Size accuracy

- Material quality vs description

- Visual match (color, cut, thickness)

- Packaging integrity

- Delivery accuracy

Exclusions:

- Personal taste

- Styling preference

- Subjective comfort

4.3 Reversibility Cost Score (RCS)

What it measures:
The **economic and procedural penalty** incurred when reversing a purchase.

Inputs include:

- Non-refundable platform fees

- Return shipping cost

- Refund processing time

- Coupon loss

- Procedural complexity

- Time delay until funds are usable

Key principle:
A "free return" with hidden loss scores **lower** than a paid return with full refund.

4.4 Repeatability Factor (RF)

What it measures:
Whether observed gaps are isolated or systemic.

Logic:

- One-off mismatch → lower impact

- Repeated mismatch across samples → higher impact

Repeatability protects ERI from anecdotal distortion.

5. Weighting Model (v1.0)

Initial weighting (subject to revision in future versions):

Component	Weight
Promise Clarity Score	25%
Outcome Fidelity Score	35%

Component	Weight
Reversibility Cost Score	25%
Repeatability Factor	15%

Rationale:

Outcome fidelity is weighted highest; reversibility is elevated due to systemic consumer loss.

6. ERI Score Normalization

- ERI is normalized on a **0–100 scale**

- Higher score = **lower expectation–reality gap**

- Lower score = **higher consumer deviation and loss**

Indicative bands (non-recommendatory):

- 80–100: Low gap

- 60–79: Moderate gap

- 40–59: High gap

- <40: Severe gap

These bands are **descriptive**, not endorsements.

7. Confidence Levels

Every ERI score must carry a confidence label:

- **Low Confidence:** $n < 30$

- **Medium Confidence:** $30 \leq n < 100$

- **High Confidence:** $n \geq 100$

Confidence reflects **data robustness**, not score quality.

8. Data Sources (v1.0)

Permitted sources:

- First-party documented purchases

- Receipts, invoices, screenshots

- Platform policy documentation

- Time-stamped communications

- Refund records

Excluded sources:

- Sponsored reviews

- Influencer content

- Undocumented claims

- Anonymous anecdotes

9. Update Frequency

- ERI scores are **updated periodically**, not in real time

- Historical scores are **never overwritten**

- New data appends trends; it does not erase history

10. Known Limitations (Mandatory Disclosure)

ERI v1.0 does not:

- Predict future outcomes

- Measure subjective satisfaction

- Account for regional logistics anomalies

- Adjust for extreme consumer misuse

Limitations are published to prevent misuse of ERI.

11. Version Control

- This document is **ERI Methodology v1.0**

- Any changes result in **v1.1, v1.2, or v2.0**

- All prior versions remain archived and accessible

12. Relationship to ERI Charter

This methodology:

- Implements the ERI Charter

- Cannot contradict Charter definitions

- Is subordinate to Charter principles