# SMART FASHION RECOMMENDER APPLICATION- PNT2022TMID13758

SCENARIO

Browsing, ordering, paying, receiving and rating product.



**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?



Leave the application

What do people typically experience as the process finishes?



The user profile will get the update

Extend

What happens after the experience is over?



## Steps

What does the person (or group) typically experience?

Known about our application for the end user

the required produ through our application.

or app

View detail of the required products

They fill out their contact and credit card information, then continue

Verify the product that the that is ordered through the application customer got.

get the delivery customer will post there review.

The customer will get the invoice through the email

Prompt for review

Writing & submitting review

Customer can suggest as for the improvement if our application Notify when offers and discount is available



#### Interactions

What interactions do they have at each step along the way?

- People: Who do they see or talk to?
- Products: Where are they?
- Things: What digital touchpoints or physical objects would they use?



Separate section of the website, iOS app, or Android app

Each section of the website, iOS app,or Android app

City tours section of the website, iOS app, or Android app

After deciding to go on particular item, they click the Purchase button

with the chatbot,

If user need any help regarding to platform they can able to ask to the chatbot.

can't be sold to any

The users daily activity will get updated every minutes for better



### 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 leave the tour with good feelings and no awkwardness

Help me see what

Help me expand my fashion item



#### Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

product

purchase ("Here we go!")

The current payment flow is very basic and

People love the favorite item, we have a 98%

People like looking back on their past fashion items.



### Negative moments

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

People express a bit of fear of commitment at this

eadreviews writt by users who

Trepidation about the purchase ("I hope this will be worth it!")

Sometimes customers are get the wrong recommendations



# Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?