Smart Fashion Recommender Application

amazon

Unable to bargain

What do they THINK AND FEEL?
what really counts

major preoccupations

worries & aspirations

Not sure about the product quality

Not sure about the product authenticity

What do they HEAR?
what friends say

what boss say

what influencers say

Word of mouth

Promote the product

Hassle free shopping experience

What do they SEE?
environment

friends

what the market offers

Crazy deals

Exclusive collections

User friendly interface

What do they SAY AND DO?
attitude in public

appearance

behavior towards others

Hassle free replacement

Service and warranty support

Different payment methods

PAIN
fears

frustrations

obstacles

Dealing with competitions

Logistics issues

Data capitalization

GAIN
"wants" / needs

measures of success

obstacles

Chat bot service is provided

Tracking status of products

Comparison with similar products

Faster buying process