Smart Fashion Recommender

Application

SCENARIO Browsing, booking, attending, and rating a local city tour

Steps

What does the person (or group) typically experience?

Search the webiste

Entice

How does someone

Visiting web

The bot then

intent and context

of what the user is

saying and respond accordingly

Systems can

intersted in

they are

help them find

The chat opens

with a suggestion to view the new

design created by the brand

of this process?

initially become aware

Interactions What interactions do they have at each step along the way? to the bot click People: Who do they see or talk to? they would a

Places: Where are they?

Things: What digital touchpoints or physical objects would they use?

Fashion brands are also keeping up to speed and implementing online shopping **Goals & motivations**

At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

Positive moments What steps does a typical person

find enjoyable, productive, fun, motivating, delightful, or exciting?

Negative moments

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

have limited responses

Chatbot

platforms

Yields better results when it

satisfaction and

comer to

Chatbots are programmed to handle a specific amount of data

When a customer question is not clear or is too specific,bot may have a hard time

If clothes are

and provides

satisfactory

matching or not

Enter

What do people

experience as they

begin the process?

Chat with the chatbot about

reality

The navigation is rather multi-

directional and

you can easily find your way around

the wanted

service

It recommended

clothes from online shops than from users

existing apparels

Customer

Most uses expect

effectiveness

and efficiency

through customer service

service

clothes from

online shops

than from users

existing apparels

If the answer was not found is database,the bot get confuse and it will left without an When you use chatbots you lose touch with what your customers are saying

Engage

happens?

In the core moments

in the process, what

After deciding to start purchase they click the Purchase button

Natural

interface

A fundamental

and gratification

certain needs

notation in the uses

perspective in that

people are motivated

by a desire to fullfill

Products

recommended

based on the

evaluation of the

experienced user

They see a summary of what they are about to purchase, then they confirm

The productivity

aspect conceing

effectiveness is

very important for chatbot uses

provide personalization

efficiency and

The feedback on growing issues might miss due to the lose touch of chatbot with customer

There's still nonreplacing the natural flow of human conversation

If a conversational does not folloe a specific path,the bot does not have the ability to improvise

Chatbots allow

personal way without the

business to connect

with customers in a

expenses of human

Solved cold

start

problem

representative

Bots aren't going to respond to your customers with personalize or emotion

If you leave your bot to its own devices, your customer will notice and your customer satisfaction rating will suffer

Areas of opportunity

better? What ideas do we have? What have others suggested?

customer insights

Suggests relevant contents Meet customer exceptation

in answers

Increase customer

Improve lead generation

Reduce customer service costs

Device a conversational marketing strategy

As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting.

Exit What do people typically experience as the process finishes?

Give the feedback to the chatbot about the experience

Recommendation

A chatbot can

employees to compile digital

Provides a valuable explanation, which motivates users to

make decisions

motivate

reasoning

content

Participation in the purchase informs our backend recommendation systems, which the customer may experience via better personalization

Extend

What happens after the

experience is over?

assistance can also be made to mimica

general chatbot

Chatbots provide The expansion the assistance or in chatbot use

access to information in creating new quickly and efficiently users need and notification

System should not recommended items that are too similar to what users have seen before and Enhanced customer experience should diversity its recommendations

How might we make each step

Instant response

One-on-one response

Monitor data to gain

Consistency

engagement