Smart Fashion Recommender Application

What do they THINK AND FEEL?
what really counts
major preoccupations
worries & aspirations

- Optimistic
- Overwhelmed
- Relieved
- This line is too long!
- They dont have my size
- Where's the pant section?

What do they HEAR?
what friends say
what boss say
what influencers say

- Your looks are so outdated
- Your skirt looks very pretty
- Try the new store down the street

What do they SEE?
environment
friends
what the market offers

- People shopping different clothes
- Check out the latest trends and offers
- Find various categories of dresses

What do they SAY AND DO?
attitude in public
appearance
behavior towards others

- How does this look on me?
- Does the store has size 8?
- I want to match this with my pants
- Checks phone while waiting in line
- Goes to Checkout
- Goes to fitting room to try on clothes

PAIN
fears
frustrations
obstacles

- Long queue lines
- Missing deadlines for offers
- Unavailablity of various sizes of dress

GAIN
"wants" / needs
measures of success
obstacles

- Find clothes that are the right fit for her size
- Find a suitable outfit for friends's birthday party
- See if the shirt that's out of stock online is at the store