# Smart Fashion Recommender Empathy Map

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

- Will the recommended products fit me?
- Will it be of good quality?
- Will it recommend based on my customization?
- Is this trustworthy?

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

- Is the system reliable?
- How accurate the recommendations are?
- Whether the user data is secure?

## What do they SEE?
environment
friends
what the market offers

- Friendly User interface
- Review and Rating system
- Best sellers and recently trending

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

- User can say their preferences to chatbot
- Select product using chatbot

## PAIN
fears
frustrations
obstacles

- Issues with real time status updates
- Recommends inaccurately
- Will the data collected form the user be misused?
- Reliability issues

## GAIN
"wants" / needs
measures of success
obstacles

- Instantly find the product user is looking for
- Availablity of chatbot 24/7.
- Suggests products to your taste
- Chatbot for complete assistance