SCENARIO

Buying New fashion Clothes

Order, Track , Return



## **Entice**

How does someone initially become aware of this process?



#### Enter

What do people experience as they begin the process?



# Engage

Customers

get email

a day before

arriving

In the core moments in the process, what happens?



## Exit

Writing &

submitting

review

star- rating out of 5.

What do people typically experience as the process finishes?



## Extend

What happens after the experience is over?



### Steps

What does the person (or group) typically experience?



Most of the

customers found

cloths in big shops

Searching for **New Fashion** 

Peoples Need to

stay with current

tashion

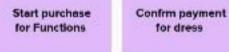
Watch Review

Peoples Watch fashion related videos

Watch Top models

dress collections.

fashion clothes



After deciding to buy

clothes, they

click the Purchase

button

They fil out their contact and credit card information.

then continue

for dress

One day before the Dress receive a reminder email is sent to user

Email

reminder



On the day receiving the product

wear the new clothes for size checking

Make a

Trail on

new

Clothes

The user writes a review and gives the tour a

Share the images with friends and relatives

Take a pic

with new

clothes

Dress appears in the user profile



#### Interactions

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

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



Check on Websites and Offline shops and stores

the website, iOS app, or Android

section of app

Customer's email (software like Outlook or website like Gmail)

Payment overlay within the website, iOS app, or Android app

Think about product quality

Check its right size

Look beautiful in new clothes

Feel motivated Recommendations span across website, iOS app, or Android app



#### 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

Helpime to Get more discounts

Help me commit to Buying this clothes

Help me Help me get make sure I through this payment part don't forget without too much about my hassle Orders

Help Me for door step delivery

Help me for fashion

Help me with good feelings and no awkwardness Help me see ways to enhance my new Look



#### Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? Get clothes with more attractive

look younger than

Current payment fow is very bare bones and

We've heard from several. people that the reminder emails were

People love the Clothes itself, we have a satisfaction rating

People generally get self confident when put new clothes

We think people like these recommendations because they have an extremely high engagement rate



## **Negative moments**

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

doesn't found fit size clothes

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

Sometimes receive wrong clothes

Customers report feeling review fatigue



### Areas of opportunity

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

Make treasier to compare and shop for experiences without naving to click or them

More collection at one place

ADD Cash on delivery

How might we make our Collection for all sizes

How might we make it clear that tipping is appreciated but not necessary?