Smart Fashion Recommender Application

SCENARIO

Buying New fashion Clothes — Order, Track , Return

	Entice	Enter	Engage	Exit	Extend
	How does someone initially become aware of this process?	What do people experience as they begin the process?	In the core moments in the process, what happens?	What do people typically experience as the process finishes?	What happens after the experience is over?
Steps What does the person (or group) typically experience?	**Going to shop** Most of the customers found cloths in big shops **Searching for New Fashion Clothes** Peoples Need to stay with current fashion **Watch Review vedios** Peoples Watch fashion related videos	**Start purchase for Functions** After deciding to buy clothes , they click the Purchase button **Confrm payment for dress** They fll out their contact and credit card information, then continue **Email reminder** One day before the Dress receive a reminder email is sent to user	**Order is arriving** Customers get email a day before arriving **Receiving product** On the day customer receiving the product **Make a Trail on new Clothes** wear the new clothes for size checking	**Writing & submitting review** The user writes a review and gives the tour a star- rating out of 5. **Take a pic with new clothes** Share the images with friends and relatives	**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?	Ask about others for big shops Check on Websites and Offline shops and stores Watch Top models dress collections	section of the website, iOS app, or Android 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 Help me to Get more discounts Help me to get new fashion clothes	Help me commit to Buying this clothes Help me get through this payment part without too much hassle Help me make sure I don't forget about my Orders	Help Me for door step delivery Help me for new 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 age	Current payment fow is very bare-bones and simple We've heard from several people that the reminder emails were essential	People love the Clothes itself, we have a 98% 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 it easier to compare and shop for experiences without having to click on 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?	