Empathy Map Canvas for

Smart fashion recommender application

Gain insight and understanding on solving customer problems.

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

- Do i need these clothes?
- Will this product look good on me?
- Is it too expensive?
- Maybe this isn't the best any othe dress can suit me?
- What else can i include in my clothing?

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

- Family members ask if new clothes are required for the new season
- Friends talk about certain brands having sales
- Friends give compliment by wearing cute outfits
- Influncer promote products on social media
- Friends complain about wrong outfit size

What do they SEE?
environment
friends
what the market offers

- New arrival on website
- Check and browse various trendy clothes
- Check trendy clothes among youth
- Compare various prices of clothing
- Talk to friends and chose the most suited clothes

THE BODY SHOP®

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

- Compare price and buy the product
- Recommend the product to their friends
- Return the product if not satisfied
- Give reviews about the product bought

PAIN
fears
frustrations
obstacles

- Matches made with the clothes are not trendy
- Their are not enough pictures of the product to get accurate idea of the look
- The clothes don't fit well and the quality is too poor

GAIN
"wants" / needs
measures of success
obstacles

- Save money by recommending cheap products
- Great choices of fashion
- Get compliments from family and friends

Free Style Advice
DRESS YOUR SHAPE. KNOW YOUR STYLE.   BE INSPIRED.