

## Smart Fashion Recommender Application

Buying New Order, Track fashion , Return Clothes	Entice  How does someone initially become aware of this process?	Enter  What do people experience as they begin the process?	Engage In the core moments in the process, what happens?	Exit  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?	Going to New Fashion Clothes  Most of the customers found cloths in big shops  Searching for New Fashion Peoples Watch fashion related videos	Start purchase for Functions  Confrm payment for dress  Email reminder  After deciding to buy clothes, they clothes the Purchase button  They fll out their contact and credit card information, then continue  One day before the Dress receive a reminder email is sent to user	Order is arriving  Receiving product  Customers get email a day before arriving  Trail on new Clothes  On the day customer receiving the product  Trail on new Clothes  receiving the product checking	Writing & submitting review with new clothes  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  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 get through this payment part without too much hassle  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?	