



Smart Fashion Recommender Application

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<div><div>SCENARIO</div><div>Buying New fashion Order, Track ,</div></div>	<div><div></div><div>Entice How does someone initially become aware of this process?</div></div>	<div><div></div><div>Enter What do people experience as they begin the process?</div></div>	<div><div></div><div>Engage In the core moments in the process, what happens?</div></div>	<div><div></div><div>Exit What do people typically experience as the process finishes?</div></div>	<div><div></div><div>Extend What happens after the experience is over?</div></div>
<div><div></div><div>Steps What does the person (or group) typically experience?</div></div>	<div><div>Going to</div><div>Searching for New Fashion Clothes</div><div>Watch Review</div><div>Most of the customers found cloths in big shops</div><div>Peoples Need to stay with</div><div>Peoples Watch fashion</div></div>	<div><div>Start purchase for</div><div>Confirm payment for dress</div><div>Email reminder</div><div>After deciding to buy clothes , they click the Purchase button</div><div>They fl out their contact and credit card information, then continue</div><div>One day before the Dress receive a reminder email is sent to user</div></div>	<div><div>Order is</div><div>Receiving product</div><div>Make a Trail on new Clothes</div><div>Customers get email a day before arriving</div><div>On the day customer receiving the product</div><div>wear the new clothes for size checking</div></div>	<div><div>Writing & submitting review</div><div>Take a pic with new</div><div>The user writes a review and gives the tour a star- rating out of 5.</div><div>Share the images with friends and relatives</div></div>	<div><div>Dress appears in the user profile</div></div>
<div><div></div><div>Interactions What interactions do they have at each step along the way? <ul style="list-style-type: none">■ People: Who do they see or talk to?■ Places: Where are they?■ Things: What digital touchpoints or physical objects would they use?</div></div>	<div><div>Ask about others for big shops</div><div>Check on Websites and Ofine shops and stores</div><div>Watch Top models dress</div></div>	<div><div>section of the website, iOS app, or Android app</div><div>Customer's email (software like Outlook or website like Gmail)</div><div>Payment overlay within the website, iOS app, or Android app</div></div>	<div><div>Think about product quality</div><div>Check its right</div></div>	<div><div>Look beautiful in new clothes</div><div>Feel motivate</div></div>	<div><div>Recommendations span across website, iOS app, or Android</div></div>
<div><div></div><div>Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div></div>	<div><div>Help me see what they have</div><div>Help me to Get more discounts</div><div>Help me to get new fashion</div></div>	<div><div>Help me commit to Buying this clothes</div><div>Help me get through this payment part without too much hassle</div><div>Help me make sure I don't forget</div></div>	<div><div>Help Me for door step delivery</div><div>Help me for new</div></div>	<div><div>Help me with good feelings and no awkwardness</div></div>	<div><div>Help me see ways to enhance my new Look</div></div>
<div><div></div><div>Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div></div>	<div><div>Get clothes with more</div><div>look younger than age</div></div>	<div><div>Current payment fow is very bare-bones and simple</div><div>We've heard from several people that the reminder emails were essential</div></div>	<div><div>People love the Clothes itself, we have a 98% satisfaction rating</div></div>	<div><div>People generally get self confdent when put new</div></div>	<div><div>We think people like these recommendations because they have an extremely high engagement rate</div></div>
<div><div></div><div>Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div></div>	<div><div>doesn't found ft size clothes</div></div>	<div><div>Trepidation about the purchase ("I hope this will be worth it!")</div></div>	<div><div>Sometime s receive wrong clothes</div></div>	<div><div>Customers report feeling review fatigue</div></div>	
<div><div></div><div>Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?</div></div>	<div><div>Make it easier to compare and shop for experiences without having to click on them</div><div>More collection at one place</div></div>	<div><div>ADD Cash on delivery</div></div>	<div><div>How might we make our Collection for all sizes</div></div>	<div><div>How might we make it clear that tipping is appreciated but not necessary?</div></div>	

