# SMART FASHION RECOMMENDER APPLICATION - PNT2022TMID13339

SCENARIO

Browsing, ordering, paying, receiving and rating product.



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?

or app



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

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

Product ordering section of the website, iOS app, or Android app

Each section of the website, iOS app,or Android app

regarding to platform, they can able to ask to the chatbot.

The users daily activity will get updated every minutes for better



### Goals & motivations

At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

they have to offer

Help me understand what this platform is all about

Help me leave the tour with good feelings and no awkwardness

I've done before

could be doing next

fashion item



### Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

People love the favorite item, we have a 98%



# **Negative moments**

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

People express a bit of fear of commitment at this

readreviews writte by users who purchased already



# Areas of opportunity

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

How might we equip people to tip after the tour?