Smart Fashion Recommendation Application

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SCENARIO

Browsing, booking, attending, and rating a local city tour

Steps

What does the person (or group) typically experience?

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?

Goals & motivations

At each step, what is a person's primary goal or motivation?

("Help me..." or "Help me avoid...")

Positive moments

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

Negative moments

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

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

Entice

Purchase clothes that make you look attractive and feel

Does not find desired clothing

Does not find right fit and size in

How does someone initially become aware of this process?

Visiting clothing stores	Checking new trends	Through advertisements	Customer feedback
Most customers discover clothing trends by visiting stores	A customer tries to stay updated with new fashion trends	The customer comes across fashion through advertisements online	The customer sees feedback of highly recommended clothing

Find out about other stores for clothing	Through celebrity influence	Browsing through internet for clothing stores	Come to know fi friends or fami

People sometimes forget to put in their dates or number of expressed "information of fear of

Make it easier to compare and shop for

Payment overlay within the website, iOS app, or Android app

within the website iOS app,

Engage In the core moments in the process, what happens?

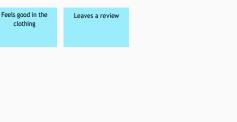




Exit What do people typically experience as the process finishes?



Help me with good feelings and no awkwardness





Extend

What happens after the

experience is over?

etimes people are ched up with tour	People are unclear whether a tip is necessary, especially for
	Customers report feeling review fatigue

Areas of opportunity

Provide a simpler

Enter

What do people

experience as they

begin the process?

People are impressed with the clothing and we have high

People expressed awkwardness about

Receiving the

wrong package

How might we help people celebrate and remember things they've done in the past?