

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?

Areas of opportunity

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

Entice

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 from friends or family
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Helps me view favorable fashion trends	Help me see what they have to offer	Helps me with offers and discounts
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Purchase clothes that make you look attractive and feel good
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Does not find desired clothing choice	Does not find right fit and size in desired clothing	People sometimes forget to put in their dates or number of	Several people overestimated information	People express a bit of fear of
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View catalog in the easiest way possible	If you don't follow this path immediately after Make options available at one place	Could we automatically carry over the city from	Make it easier to compare and shop for	Provide a simpler
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Enter

What do people experience as they begin the process?

Start purchase of clothing	Complete payment information	Confirm payment to place order	Email reminder
After deciding to buy clothing, they register	They fill out their contact and credit card information, then continue	They see a summary of what they are about to purchase, then they confirm and the then order.	One day before the delivery, a reminder email is sent to the customer. The email emphasizes on the delivery details

section of the website, iOS app, or Android app	Payment overlay within the website, iOS app, or Android app	Payment overlay within the website, iOS app, or Android app
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Help me commit to order	Help me get through this payment part without too much hassle	Help me feel confident that my purchase is finalized and tell me what to do next	Help me make sure I don't forget about my order
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Excitement about the purchase	Payment method is very simple
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Trepidation about the purchase

Make cash on delivery option available
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Engage

In the core moments in the process, what happens?

Package arrive at location	Verify the order	Wear the clothing
The package gets delivered to the customer's location	Customer verifies that the right package is being received	The customer tries on the clothing and checks the fit and feel of it

Checks for product fit and size	Checks feedback of previously purchased customers	Ensures product quality
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Help me feel with new fashion trends	Help me feel good about the order	Helps me with the door step delivery
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People are impressed with the clothing and we have high satisfaction rate

People expressed awkwardness about	Sometimes people are matched up with tour
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Make similar fashion trends available at one place	Make all sizes available for a clothing
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Exit

What do people typically experience as the process finishes?

Writing & submitting review
The customer writes their feedback on the product and the experience

Feels good in the clothing	Leaves a review
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Help me with good feelings and no awkwardness

People feel satisfied while leaving

People are unclear whether a tip is necessary, especially for Customers report feeling review fatigue	Customers report feeling review	People describe leaving a review as
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How might we make it clear that tipping is appreciated but not necessary?	How might we totally eliminate the awkward moment?	Could we A/B test progressively disclose the full reason that
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Extend

What happens after the experience is over?

Clothing appears in the user profile

Recommendations span across website, iOS app, or Android app
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Help me see what I could be doing next	Help me see ways to enhance my next choice
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The engagement rate shows customer's interest and liking
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How might we help people celebrate and remember things they've done in the past?
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