



## 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?

Email reminder

One day before the Dress receive a reminder email is sent to user

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

Help me make sure I don't forget about my Orders

Order is arriving

Customers get email a day before arriving

Think about product quality

Help Me for door step delivery

Receiving product

On the day customer receiving the product

Check its right size

Help me for new fashion

Make a Trail on new Clothes

wear the new clothes for size checking

Writing & submitting review

The user writes a review and gives the tour a star- rating out of 5.

Look beautiful in new clothes

Help me with good feelings and no awkwardness

Take a pic with new clothes

Share the images with friends and relatives

Feel motivated

Dress appears in the user profile

Recommendations span across website, iOS app, or Android app

Help me see ways to enhance my new Look

