














SmartFashionRecommenderApplication

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SCENARIO	 Entice	 Enter	 Engage	 Exit	 Extend
Buying New Order, Trackfashion, ReturnClothes	How does public become aware of this process?	What will be the experience as they begin the process?	In the core moments in this process,what happens?	What do people typically experience As the process finishes?	What happens after the experience is over?
 Steps What does the person(orgroup)typically experience?	<div>Going to shopping</div> <div>Search for trendy clothes</div> <div>Influenced by celebrity</div> <div>Most of the Customer shop in big Shop</div> <div>people need to stay with current fashion</div> <div>people follow the trend</div>	<div>Start purchase According mood swing</div> <div>Check and confirm payment for dress</div> <div>Email and message reminder</div> <div>After deciding to buy Clothes,they either Click cart Button or buy button</div> <div>They fill out their contact and credit card information, then continue</div> <div>tracking details,a remainder email or message sent to user</div>	<div>Order is Arriving</div> <div>Receiving product</div> <div>make a trail on new clothes</div> <div>Customers Get email and Message a day Before and on day arriving</div> <div>On the day customer receiving the product</div> <div>Wear the new clothes for size checking,cloth quality</div>	<div>Writing & Submitting Review</div> <div>Take a photo with new clothes</div> <div>The user writes A review and gave Rating out of 5</div> <div>share the images with friends and relatives</div>	<div>Dress appears in the user profile</div>
 Interactions What interactions do they have at each step along the way? <ul style="list-style-type: none">■ People:Whodotheyseeortalkto?■ Places:Wherearethey?■ Things:WhatdigitaltouchpointSORphysicalobjectsWOULDtheyuse?	<div>Ask about others About shop</div> <div>check celebrities fashoin</div> <div>check websites and store</div>	<div>Section of The website, Android app</div> <div>customer's email (like gmail)</div> <div>payment overlay within the website,or Android app</div>	<div>Think about Product quality</div> <div>checking size</div>	<div>Look beautifulin newclothes</div> <div>Feel motivated</div>	<div>Recommdations Span across Website,or Android app</div>
 Goals&motivations At each step, what is a person'sprimary goal or motivation?("Helpme..."or"Helpmeavoid...")	<div>Help me to get More option</div> <div>Help me to get more discounts</div> <div>Help me to get trendy clothes</div>	<div>Help me to Commit to Buying this Clothes</div> <div>Help me get through this payment part</div> <div>Help me to make sure payment part don't forget My orders</div>	<div>Help me on the next step delivery</div> <div>Help me for trendy fashion</div>	<div>Help me with good feelings and no awkwardness</div>	<div>Help me see ways to enhance my new Look</div>
 Positivemoments What steps does a typical person find enjoyable, productive, fun,motivating,delightful,orexciting?	<div>Get clothes at Affordable price with More attractive</div> <div>Look trendy and suite me</div>	<div>Current payments Flow very simple</div> <div>remainder message or email essential</div>	<div>People love the Clothes itself, We have 5 points as Satisfaction rating</div>	<div>People generally get self confident when put new clothes</div>	<div>We think people like these recommendations because they have an extremely high engagement rate</div>
 Negativemoments What steps does a typical person find frustrating,confusing, angering,costly,or time-consuming?	<div>Doesn't have Colour option and found Fit size clothes</div>	<div>Limited product Trepidation about The purchase ("I Hope this will be Worth it")</div>	<div>Sometimes receive wrong clothes Sometimes receive wrong Colour clothe</div>	<div>Customers report Feeling review fatigue</div>	
 Areas of opportunity How might we make each step better?What ideas do we have?What have others suggested?	<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>ADD Cash on delivery</div>	<div>How might we make our Collection for all sizes</div>	<div>How might we make it clear that tipping is appreciated but not necessary?</div>	