✴

SmartFashionRecommenderApplication

**Team Leader :**JANICE AUSTIN

**Team member :**INDERA SALIL BHARATI **Team member :** JERUSHA MISHAL J **Teammember :**MAHALAKSHMI S

**Teammember :**ANJU M

Browsing,attending,a

localcit

booking,nd rating aytour



|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **SCENARIO**  Buying  New Order, Trackfashion, ReturnClothes | **Entice**  How does public become aware of this process? | **Enter**  What will be the experience as they begin the process? | **Engage**  In the core moments in this 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(orgroup)typically experience? | **Going to shopping Search for trendy Influenced by**  clothes celebrity        Most of the people need to people follow the  Customer shop in big stay with current trend  Shop fashion | **Start purchase Check and confirm Email and message**  **According mood payment for dress reminder**  swing  After deciding to buy They fill out their tracking  Clothes,they either contact and credit details,a  Click cart card information, remainder email or  Button or buy button then continue message sent to  user | **Order is Receiving make a trail**  **Arriving product on new**  **clothes**    Customers On the day Wear the new  Get email and customer clothes for size  Message a day receiving the checking,cloth  Before and on product quality  day arriving | Writing & Take a photo  Submitting with new  Review clothes    The user writes share the images  A review and gave with friends and  Rating out of 5 relatives | **Dress appears in the user profile** |
| **Interactions**  What interactions do they have at each step along the way?  **People:**Whodotheyseeortalkto?  **Places:**Wherearethey?  **Things:**Whatdigitaltouchpointsorphysicalobjectswouldtheyuse? | Ask about others check celebrities check websites  About shop fashoin and store | Section of customer’s payment  The website, email (like overlay within  Android app gmail) the website,or  Android app | Think about checking  Product size  quality | Look Feel  beautifulin motivated  newclothes | Recommdations  Span across  Website,or  Android app |
| **Goals&motivations**  At each step, what is a person’sprimary goal or motivation?(“Helpme...”or“Helpmeavoid...”) | Help me to get Help me to get more Help me to get trendy  More option discounts clothes | Help me to Help me get Help me to  Commit to through this make sure  Buying this payment payment part  Clothes part don’t forget  My orders | Help me on Help me  Doorstep for  delivery Trendy  fashion | Help me with good feelings and no awkwardness | Help me see ways to enhance my new Look |
| **Positivemoments**  What steps does a typical person find enjoyable, productive, fun,motivating,delightful,orexciting? | Get clothes at Look trendy and  Affordable price with suite me  More attractive | Current payments remainder  Flow very simple message or email  essential | People love the  Clothes itself,  We have 5 points as  Satisfaction  rating | People generally get self  confident when put new clothes | We think people like these recommendationsbecause  they have an  extremely high  engagement rate |
| **Negativemoments**  What steps does a typical person find frustrating,confusing, angering,costly,or time-consuming? | Doesn’t have  Colour option and  found Fit size  clothes | Limited product  Trepidation about  The purchase (“I  Hope this will be  Worth it”) | Sometimes receive wrong clothes  Sometimes receive wrong  Colour clothe | Customers report  Feeling review fatigue |  |
| **Areas of opportunity**  How might we make each step better?What ideas do we have?What have others suggested? | Make it easier to  Compare and shop for More collection at  Experiences without one place  Having to click on them | ADD Cash on delivery | How might we make our Collection for all sizes | How might we make it  clear that tipping is appreciated but not necessary? |  |