

Ideation Phase

Empathize & Discover

Date	19 September 2022
Team ID	PNT2022TMID30875
Project Name	Smart Fashion Recommender Application
Maximum Marks	4 Marks

Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

Using this empathy map the requirements for developing the application based on user requirements are designed.

By creating this useful tool we can provide an effective solution for understanding the true problem and the who is experiencing it.

This exercise is used for creating the map that helps the developer to consider the views of the users.

Says

What have we heard them say?
What can we imagine them saying?

I couldn't find the outfit which suits me

Many outfits for selection

Prepare cash for the product as required

How the outfit looks on me?



Anytime fashion recommender by Watson assistant

What should I try now?

What are the styles available?

Supports online payment



SMART FASHION RECOMMENDER



Which outfit suits me well?

How outfit looks on me?

More number of choices for each type of fashion outfits

Checking photos from the available outfits

Pay the cash to delivery boy during delivery of product

Delivery time and tracker

Go and pick your product if paid online



Does

What behavior have we observed?
What can we imagine them doing?

Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

Pain

Hard to find thier interest outfit?

Sometimes uncomfortable paying cash

Looking for outfit that suits them well

Gain

Accuracy

Comfortable

Anytime usage whenever required?

