Smart Fashion Recommender Application

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	SCENARIO — Browsing, booking, attending, and rating a local city tour	Entice — How does someone initially become aware of this process?	Enter — What do people experience as they begin the process?	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?
Steps — What does the person (or group) typically experience?		Peoples Watch fashion related videos; lack of product; Most of the customers found cloths in big shops; Peoples Need to stay with current; A happy customer shares their experiences with people around them; Searches for apps; similar to recommender; pfashion	Price is a major barrier for mass adoption; One day before the reminder email is for dress sent to user; Confirm payment; A chatbot at the screen to navigate and the user to make using valid recommendation; The home page consists of what the users assembly of users application for; After deciding to buy the product, they click the Purchase	Traditional in store; The user searches for an idea or the chatbot recommends them to buy a product which we need; On the day of the event, the user will wear the product; Order is; wear the new clothes for size checking; The user starts browsing products and categories for an ideal product of their choice; Make arriving Clothes; When they find a product or a collection of products that they desire, the choose and move to the cart for further; A user completes the purchase and they can pay the amount through any of the methods like cashless, UPI, card, etc; Trail on	The user writes a review and gives the tour a star· rating out of 5; Share the images with friends and relatives	Display the product available; The users, from their experiences, recommend the app to their circle, and reuse when they need to purchase new products
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?		Selection of product from recommended; Multiple sizes clothing for both generation; On searching of desired product and selection of quality of product; More discounts and offers to be provided to attract users	Customer's email (software like Outlook or website); Display the purchase information form; The app assistant helps user to navigate	Voice assistant is used to show high recommendations of the products; Navigation from page to page remains stable and smooth; Think about product quality	User should feel the product is worth of money after buying the product; Privacy and security of the system	People around the user can relate to the application and start suing the product; User can rate and review the product after its product is delivered
Goals & motivations — At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")		Help me to get new fashion clothes; Help me see what they have to offer	Help me make sure I don't forget about my Orders; Offers and discounts on moving carousel	Pepole will more engage with chat bor recommendation; Looking into trending and quality things	status Moving selected products into cart	Help me see ways to enhance my new Look
Positive moments — What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?		Get clothes with more attractive; Positive feedbacks and recommendations from the circle	An intelligent assistant that can understand the needs of the user.	User gets huge offers and discounts and makes big savings.	The delivery process is easy and userfriendly.	User gives good reviews and recommendations to their circle
Negative moments — What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?		Choosing quality products	Trepidation about the purchase ("I hope this will be worth it!")	Sometimes receive wrong products	Searching products with discount and offers	More push notifcation
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; We created chat bot interaction user	Easy fnding products using chat bot; Making user to have more interaction	Chat bot creates more engaging user	Experienced with new chat bot; Satisfied with application	Making enhancements in the application for better experience