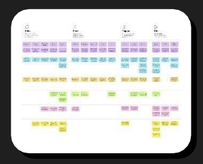
Smart Fashion Recommender Application

TEAM ID :
PNT2022TMID31535

SCENARIO Buying new fashion clothes.	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?	Goinf to shop Searching for new clothes Watch review videos Most of the customers found cloths in big shops People need to stay with current fashion People watch fashion related videos	Start purchase for Functions Confrm payment for dress Email reminder After deciding to buy clothes, they click the Purchase button They find out their contact and credit card information, then continue One day before the Dress receive a reminder email is sent to user	Order is arriving Receiving product Make a Trail on new Clothes Customers get email a day before arriving On the day customer receiving the product wear the new clothes for size checking	Writing & submitting review Take a pic with new clothes The user writes a review and gives the issue a star rating out of 5. Share the images with friends and relatives	Dress appears in the user profile Recommendations span across web site, or Android app
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?	Ask about others for big shops Check on websites and offline shops and stores Watch top models dress collections	section of the website, IOS app, or Android app Customer's email software like "Gmail" (like Gmail) Payment overlay within the website, or Android app	Think a bout product quality Check its correct size	Look beautiful in new clothes Feel motivated	Recommendation span across websites, or android app
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Help me see what they have to offer Help me to get more discounts Help me to get more new clothes	Help me commit to Buying this clothes Help me get through this a secure part without too much hassle Help me make sure I don't forget about my Clothes	Help Me for door step delivery Help me for new fashion	Help me with good feelings and no awkwardness	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 look younger	Current payment fow is very barebones and simple We've heard from several people that the reminder emails were essential	People love the Clothes itself, we have a 98% satisfaction rating	People generally get self confident when put new clothes	We think people like these recommendations because they have an extremely high engagement rate
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Doesn't found fit size clothes	Trepidation about the purchase ("I hope this will be worth it")	Sometimes receive wrong clothes	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 experience without having to click on them More collection at one price	ADD Cash on delivery	How might we make our Collection for all sizes	How might we make our Collection for all sizes	



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