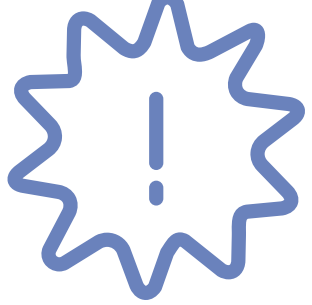

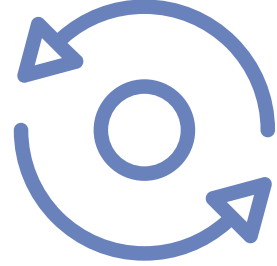
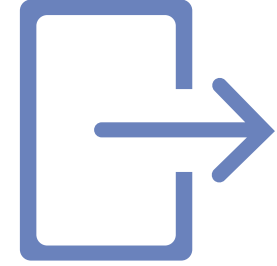

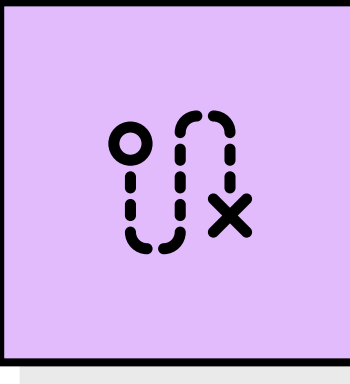
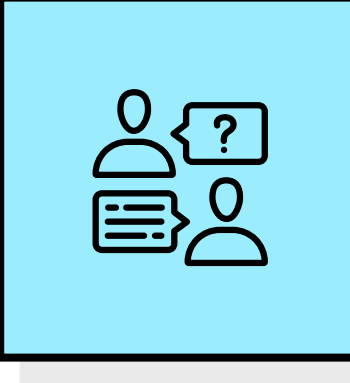
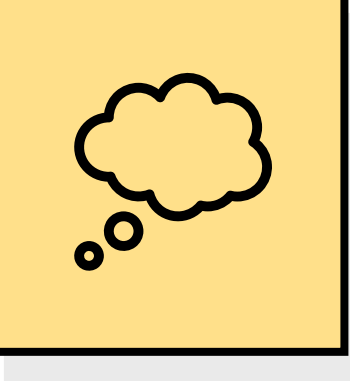
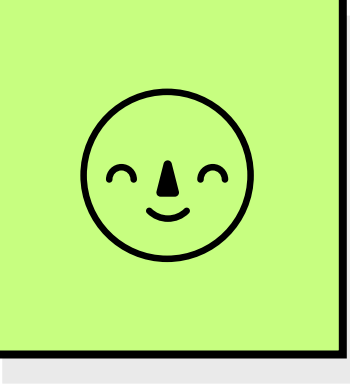
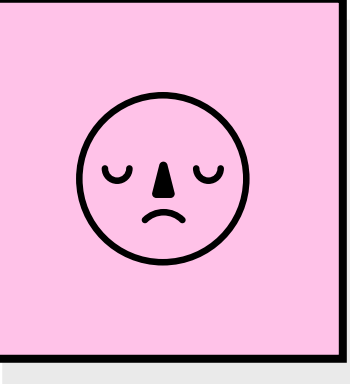
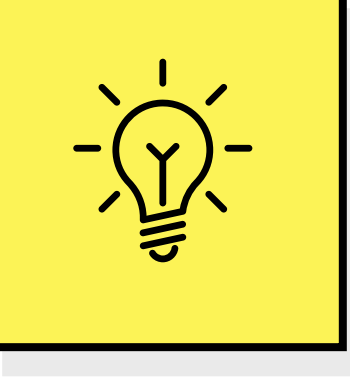


<div>SCENARIO</div> <div>Browsing, booking, attending, and rating a local city tour</div>	<div>  <h2>Entice</h2> <p>How does someone initially become aware of this process?</p> </div>	<div>  <h2>Enter</h2> <p>What do people experience as they begin the process?</p> </div>	<div>  <h2>Engage</h2> <p>In the core moments in the process, what happens?</p> </div>	<div>  <h2>Exit</h2> <p>What do people typically experience as the process finishes?</p> </div>	<div>  <h2>Extend</h2> <p>What happens after the experience is over?</p> </div>
<div>  <h3>Steps</h3> <p>What does the person (or group) typically experience?</p> </div>	<div> <div>Going to shop</div> <div>Searching for New Fashion Clothes</div> <div>Watch Review vedios</div> <div>Most of the customers found cloths in big shops</div> <div>Peoples Need to stay with current fashion</div> <div>Peoples Watch fashion related videos.</div> </div>	<div> <div>Start purchase for Functions</div> <div>Confrm payment for dress</div> <div>Email remainder</div> <div>[caption describing what someone typically experiences during this step]</div> <div>They ift out their contact and credit card information, then continue</div> <div>One day before the Dress receive a reminder email is send to user.</div> </div>	<div> <div>Receiving product</div> <div>Order is arriving</div> <div>Make a Trail on new Clothes</div> <div>On the day customer receiving the product</div> <div>Customers get email a day before arriving</div> <div>wear the new clothes for size checking</div> </div>	<div> <div>Writing & submitting reviews</div> <div>Take a pic with new clothes</div> <div>The user writes a review and gives the tour a star- rating out of 5.</div> <div>Share the images with friends and relatives</div> </div>	<div> <div>Dress appears in the user profile</div> </div>
<div>  <h3>Interactions</h3> <p>What interactions do they have at each step along the way?</p> <ul style="list-style-type: none"> People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects would they use? </div>	<div> <div>Customers at this stage are very early in their purchase journey and are simply looking for more information on what your business does and how it can solve their problems.</div> <div>From the time that consumers first learn about your product until they make a purchase and you follow up, every interaction they have with your brand is critical to a successful experience. Specifically, digital touchpoints are those online and mobile interactions where consumers engage with a business. It includes interactions across different devices, from smartphones to mobile tablets, and various channels including social media and websites.</div> <div>Check on Websites and Ofine shops and stores</div> </div>	<div> <div>section of the website, iOS app, or Android app</div> <div>Customer's email software like Outlook or website (see Gmail)</div> <div>Payment overlay within the website, iOS app, or Android app</div> </div>	<div> <div>Think about product quality</div> <div>Check its right size.</div> </div>	<div> <div>Look beautiful in new clothes</div> <div>feel motivated.</div> </div>	<div> <div>Recommendations span across website, iOS app, or Android app</div> </div>
<div>  <h3>Goals & motivations</h3> <p>At each step, what is a person's primary goal or motivation? (“Help me...” or “Help me avoid...”)</p> </div>	<div> <div>primary motivation is that underlying value, belief or perception that most of our actions true back to, our behavior can be explained and interpreted by our strict adherence to this fundamental motivator.</div> <div>primary motivations that matter for understanding consumer behavior—desire, achievement, and self-expression. Consumers who are primarily motivated by these are guided by knowledge and principles.</div> <div>Help me see what they have to offer</div> </div>	<div> <div>Help me commit to Buying this clothes</div> <div>Help me get through this payment part without too much hassle</div> <div>Help me make sure I don't forget about my Orders</div> </div>	<div> <div>Help Me for door step delivery</div> <div>Help me for new fashion.</div> </div>	<div> <div>Help me with good feelings and no awkwardness</div> </div>	<div> <div>Help me see ways to enhance my new Look</div> </div>
<div>  <h3>Positive moments</h3> <p>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p> </div>	<div> <div>[Description of a positive moment]</div> <div>look younger than age</div> </div>	<div> <div>Current payment fow is very barebones and simple</div> <div>We've heard from several people that the reminder emails were essential</div> </div>	<div> <div>People love the Clothes itself, we have a 98% satisfaction rating</div> </div>	<div> <div>People generally get self confident when put new clothes</div> </div>	<div> <div>We think people like these recommendations because they have an extremely high engagement rate</div> </div>
<div>  <h3>Negative moments</h3> <p>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</p> </div>	<div> <div>doesn't found ft size clothes</div> </div>	<div> <div>Trepidation about the purchase ("I hope this will be worth it!")</div> </div>	<div> <div>Sometimes receive wrong clothes</div> </div>	<div> <div>Customers report feeling review fatigue</div> </div>	
<div>  <h3>Areas of opportunity</h3> <p>How might we make each step better? What ideas do we have? What have others suggested?</p> </div>	<div> <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>	<div> <div>ADD Cash on delivery</div> </div>	<div> <div>How might we make our Collection for all sizes</div> </div>	<div> <div>How might we make it clear that tipping is appreciated but not necessary?</div> </div>	