



Team Leader: RAMESH KANNAN S

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SCENARIO	Entice	Enter	Engage	Exit	Extend
<p>Buying New fashion Clothes</p> <p>Order, Track , Return</p>	<p>How does someone initially become aware of this process?</p>	<p>What do people experience as they begin the process?</p>	<p>In the core moments in the process, what happens?</p>	<p>What do people typically experience as the process finishes?</p>	<p>What happens after the experience is over?</p>
<p>Steps</p> <p>What does the person (or group) typically experience?</p>	<p>Going to purchase</p> <p>Searching for New Fashion trends</p> <p>review about trend</p> <p>Most of the customers find cloths in famous</p> <p>Peoples wants to stay with current fashion</p> <p>People see fashion related video/post</p>	<p>Start purchase for functions</p> <p>Confirm payment for order</p> <p>Email/sms reminder</p> <p>After deciding to buy clothes , they click the Purchase button</p> <p>They fill out their contact and credit card information, then continue</p> <p>One day before the Dress receive a reminder email is sent to user</p>	<p>Order is arriving</p> <p>Receiving product</p> <p>Make a Trail on new Clothes</p> <p>Customers get email a day before arriving</p> <p>On the day customer receiving the product</p> <p>wear the new clothes for size checking</p>	<p>Writing & submitting review</p> <p>Take a img with new clothes</p> <p>The user writes a review and gives the tour.</p> <p>Share the images with friends and relatives</p>	<p>Clothes appear for user by recommender</p>
<p>Interactions</p> <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?	<p>Ask about others for nice shops</p> <p>Check on Websites and Offline shops and stores</p> <p>Watch Top dress collections</p>	<p>section of the website, iOS app, or Android app</p> <p>Customer's email (software like Outlook or website like Gmail)</p> <p>Payment overlay within the website, iOS app, or Android app</p>	<p>product quality</p> <p>Check the right size</p>	<p>Look beautiful in new clothes</p> <p>Feel motivated</p>	<p>Recommendations span across website, iOS app, or Android app</p>
<p>Goals & motivations</p> <p>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</p>	<p>Help me see what they have to offer</p> <p>Help me to Get more discounts</p> <p>Help me to get new fashion clothes</p>	<p>Help me commit to Buying this clothes</p> <p>Help me get through this payment part without too much hassle</p> <p>Help me make sure I don't forget about my Orders</p>	<p>Help Me for door step delivery</p> <p>Help me for new fashion</p>	<p>Help me with good feelings and no awkwardness</p>	<p>Help me see ways to enhance my new Look</p>
<p>Positive moments</p> <p>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p>	<p>Get clothes with more attractive</p> <p>look younger than age</p>	<p>Current payment flow is very bare-bones and simple</p> <p>We've heard from several people that the reminder emails were essential</p>	<p>People love the Clothes and have a98% satisfaction rating</p>	<p>People generally get self confident when put new clothes</p>	<p>We think people like these recommendations because they have an extremely high engagement rate</p>
<p>Negative moments</p> <p>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</p>	<p>Doesn't found perfect size</p>	<p>Doubts about the purchase ("I guess it will be nice</p>	<p>Misplace of wrong order</p>	<p>Customers report feeling review fatigue</p>	
<p>Areas of opportunity</p> <p>How might we make each step better? What ideas do we have? What have others suggested?</p>	<p>Make it easier to compare and shop for experiences without having to click on them</p> <p>More collection at one place</p>	<p>ADD Cash on delivery</p>	<p>how about making collection suitable sizes</p>	<p>How might we make it clear that tipping is appreciated but not necessary?</p>	