## SMART FASHION RECOMMENDER APPLICATION

SCENARIO  Conversation, product searching using through chatbot	[Interaction with a thing]  Entice	<b>€</b> Enter	Engage	Exit	<b>Extend</b>
	How does someone initially become aware of this process?	What do people experience as they begin the process?	In the core moments in the process, what happens?	What do people typically experience as the process finishes?	What happens after the experience is over?
Steps What does the person (or group) typically experience?	Information collection phase  its about collecting information about the product  Recommendation phase  The chatbot provide a various recommendations about the product	Better prices  Personalized experiences  Chatbots are capable of handling one to one conversations with the customers and providing them with individualized suggestions and solutions as per their shopping preferences	Improvement in team efficiency  There is a pool of questions that are repetitively asked by the customers.  Accelerated interaction and engagement  Approximately 67% of digital customers prefer to have a chat through these messaging apps while interacting with any business firm.	Real-time resolutions  Customers appreciate instant and pertinent responses. This is what exactly the chatbots do.	Eligible Offers & Promotions  Customers love to have their aspired products at a reasonable price. The chatbots also serve as gift guiding assistants to help the customers in selecting gift items for various occasions thereby taking your brand a step closer to their hearts.
<ul> <li>Interactions</li> <li>What interactions do they have at each step along the way?</li> <li>People: Who do they see or talk to?</li> <li>Places: Where are they?</li> <li>Things: What digital touchpoints or physical objects would they use?</li> </ul>	The interaction takes place between chatbot and the customer by the customer  its about the particular product which was choosen by the customer	Driving customer acquisition via social media  Reducing shopping cart abandon rate	ChatBot can seamlessly transfer users to a human agent  Anytime a case is too complex, your customers can create a ticket in the LiveChat window.	You can set different goals for your chats and see how well your chatbot performs.  Chatbots will have no problem dealing with repetitive queries while still being able to provide the optimal answers to customer questions	For researchers, chatbots are less informed and empathetic, and this is directly reflected in purchase intention.
Goals & motivations  At each step, what is a person's primary goal or motivation?  ("Help me" or "Help me avoid")	The main is to provide 24/7 service for the customer  It helps to avoid inconvenient communications for customers	Allow buisnesses to connect with customers personal way  Without expense of human reprensentatives	To complete digital learning content  Many of the questions or issues customers have are common and easily answered	Thats why companies create FAQs and troubleshooting	Monitor customer data to gain insights
Positive moments  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Its fun to chat with bot and it will give new experience to the customers	customer feels happy when they find exact product what they are searching for in the chatbot  By providing answers or advice to specific customers inquiries, chatbots can guide clients and enable them to make purchases on the fly	Consistency in answers  Order without human help	Streamline your customer onboarding process	Make the customer journey smoother
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	People always feel comfortable with person compare to the chatbot	They're not often able to answer multiple questions  Chatbots have limited response	Chatbots are not human and so obviously they cannot interact as a human with customers  Chatbots only handle basic questions  Chatbots are difficult to create	Chatbot require constant maintenance	They cannot answer a customer according to the context  They cannot show any emotions
Areas of opportunity  How might we make each step better? What ideas do we have?  What have others suggested?	Increase customer engagement Reduce customer service costs	Devise a conversional marketing strategy	Balance automation with human touch Meet customer expectations	Achieve scalability of support	Improve their customers experience  To generate more sales and build a deeper rapport with customers