



# Smart Fashion Recommender Application

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<div><div>SCENARIO</div><div>Buying New fashion Clothes</div><div>Order,Track , Return</div></div>	<div><div></div><div><b>Entice</b> How does someone initially become aware of this process?</div></div>	<div><div></div><div><b>Enter</b> What do people experience as they begin the process?</div></div>	<div><div></div><div><b>Engage</b> In the core moments in the process, what happens?</div></div>	<div><div></div><div><b>Exit</b> What do people typically experience as the process finishes?</div></div>	<div><div></div><div><b>Extend</b> What happens after the experience is over?</div></div>
<div><div></div><div><b>Steps</b> What does the person (or group) typically experience?</div></div>	<div><div>Most customers</div><div>Peoples Need to stay with current videos</div><div>People Watch new fashion</div><div>Going to shop</div><div>Search new fashion</div><div>Review videos</div></div>	<div><div>Startpurchase forFunctions</div><div>Confirm payment fordress</div><div>Email reminder</div><div>After deciding to buy click the Purchase</div><div>They fill out their contact and credit cardinformation,</div><div>One day before the Dress is received</div></div>	<div><div>Order arriving</div><div>Receiving product</div><div>Trail</div><div>Customers Get all a day before arriving</div><div>On the day customer receiving theproduct</div><div>Wear the new clothes for size checking</div></div>	<div><div>Review</div><div>Take pic</div><div>The user writes review and gives the tour</div><div>Share the images with friends</div></div>	<div><div>User profile dress</div></div>
<div><div></div><div><b>Interactions</b> What interactions do they have at each step along the way?<ul style="list-style-type: none"><li>■ <b>People:</b> Who do they see or talk to?</li><li>■ <b>Places:</b> Where are they?</li><li>■ <b>Things:</b> What digital touchpoints or physical objects would they use?</li></ul></div></div>	<div><div>Ask about big shops</div><div>Check on Websites and Offline shops</div><div>WatchTopmodels dresscollections</div></div>	<div><div>Section of website</div><div>Customer's email</div><div>Payment Overlay</div></div>	<div><div>Think about product quality</div><div>Check its rightsize</div></div>	<div><div>Look beautifulin newclothes</div><div>Feel motivated</div></div>	<div><div>Recommendations span across website, iOSapp,or Android app</div></div>
<div><div></div><div><b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("Help me..."or"Help me avoid..."")</div></div>	<div><div>See new offer</div><div>Help me to Get more discounts</div><div>Help me to get n fashionclothes</div></div>	<div><div>Help me commit buy</div><div>Help me get through the payment</div><div>Help me make sure orders</div></div>	<div><div>Door delivery</div><div>Deliver dress</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><div></div><div><b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating,delightful,orexcing?</div></div>	<div><div>Attractive clothing</div><div>Young age</div></div>	<div><div>Current payment flow is very bare-bones</div><div>We've heard from several people that the</div></div>	<div><div>Peoplelovethe Clothes itself,wehavea 98% satisfaction rating</div></div>	<div><div>People generally get self confident when putnewclothes</div></div>	<div><div>We think people like these recommendations because they have an extremely high engagement rate</div></div>
<div><div></div><div><b>Negativemoments</b> What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div></div>	<div><div>Doesn't find correct fit</div></div>	<div><div>Trepidation about the purchase</div></div>	<div><div>Sometimes receive wrong clothes</div></div>	<div><div>Customers report feeling review fatigue</div></div>	
<div><div></div><div><b>Areasofopportunity</b> How might we make each step better? What ideas do we have? What have others suggested?</div></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 wemakeour Collection for all sizes</div></div>	<div><div>How to make it clear that tipping is appreciatedbutnot necessary?</div></div>	