



Smart Fashion Recommender Application

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SCENARIO	Entice	Enter	Engage	Exit	Extend
Buying New fashion Clothes Order, Track , Return	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?
<div>Steps</div> <div>What does the person (or group) typically experience?</div>	<div>Going to shop</div> <div>Most of the customers found cloths in big shops</div> <div>Searching for New Fashion Clothes</div> <div>Peoples Need to stay with current fashion</div> <div>Watch Review vedios</div> <div>Peoples Watch fashion related videos</div>	<div>Start purchase for Functions</div> <div>After deciding to buy clothes , they click the Purchase button</div> <div>Confirm payment for dress</div> <div>They flt out their contact and credit card information, then continue</div> <div>Email reminder</div> <div>One day before the Dress receive a reminder email is sent to user</div>	<div>Order is arriving</div> <div>Customers get email a day before arriving</div> <div>Receiving product</div> <div>On the day customer receiving the product</div> <div>Make a Trail on new Clothes</div> <div>wear the new clothes for size checking</div>	<div>Writing & submitting review</div> <div>The user writes a review and gives the tour a star- rating out of 5.</div> <div>Take a pic with new clothes</div> <div>Share the images with friends and relatives</div>	<div>Dress appears in the user profile</div>
<div>Interactions</div> <div>What interactions do they have at each step along the way?</div> <div><div>People: Who do they see or talk to?</div><div>Places: Where are they?</div><div>Things: What digital touchpoints or physical objects would they use?</div></div>	<div>Ask about others for big shops</div> <div>Check on Websites and Offline shops and stores</div> <div>Watch Top models dress collections</div>	<div>section of the website, iOS app, or Android app</div> <div>Customer's email (software like Outlook or website like Gmail)</div> <div>Payment overlay within the website, iOS app, or Android app</div>	<div>Think about product quality</div> <div>Check its right size</div>	<div>Look beautiful in new clothes</div> <div>Feel motivated</div>	<div>Recommendations span across website, iOS app, or Android app</div>
<div>Goals & motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div>Help me see what they have to offer</div> <div>Help me to Get more discounts</div> <div>Help me to get new fashion clothes</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>Help Me for door step delivery</div> <div>Help me for new fashion</div>	<div>Help me with good feelings and no awkwardness</div>	<div>Help me see ways to enhance my new Look</div>
<div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>Get clothes with more attractive</div> <div>look younger than age</div>	<div>Current payment fow is very bare-bones and simple</div> <div>We've heard from several people that the reminder emails were essential</div>	<div>People love the Clothes itself, we have a 98% satisfaction rating</div>	<div>People generally get self confident when put new clothes</div>	<div>We think people like these recommendations because they have an extremely high engagement rate</div>
<div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>doesn't found fit size clothes</div>	<div>Trepidation about the purchase ("I hope this will be worth it!")</div>	<div>Sometimes receive wrong clothes</div>	<div>Customers report feeling review fatigue</div>	
<div>Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested?</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>ADD Cash on delivery</div>	<div>How might we make our Collection for all sizes</div>	<div>How might we make it clear that tipping is appreciated but not necessary?</div>	