

Smart Fashion Recommender Application

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SCENARIO	Entice	Enter	Engage	Exit	Extend
<div>Buying New fashion Clothes</div> <div>Order, Track , Return</div>	<div>How does someone initially become aware of this process?</div>	<div>What do people experience as they begin the process?</div>	<div>In the core moments in the process, what happens?</div>	<div>What do people typically experience as the process finishes?</div>	<div>What happens after the experience is over?</div>
<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 vedios</div>	<div>Start purchase for Functions</div> <div>After deciding to buy clothes , they click the Purchase button</div> <div>Confrm payment for dress</div> <div>They flil 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 &amp; 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>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>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 &amp; 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>	