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Smart Fashion Recommender Application

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| **SCENARIO**  Buying  New Order, Track fashion , Return Clothes | **Entice**  How does someone initially become aware of this process? | **Enter**  What do people experience as they begin the process? | **Engage**  In the core moments in the process, what happens? | **Exit**  What do people typically experience  as the process finishes? | **Extend**  What happens after the experience is over? |
| **Steps**  What does the person (or group) typically experience? | **Going to Searching for Watch Review**  **shop New Fashion vedios**  **Clothes**  Most of the Peoples Need to Peoples Watch customers found stay with current fashion related cloths in big shops fashion videos | **Start purchase Confrm payment Email**  **for Functions for dress reminder**  After deciding to buy They fll out their One day before the clothes , they contact and credit Dress receive  click the Purchase card information, a reminder email is button then continue sent to user | **Make a**  **Order is Receiving Trail on**  **arriving product new Clothes**  Customers On the day wear the  get email customer new clothes  a day before receiving for size  arriving the product checking | **Writing & Take a pic submitting with new review clothes**  The user writes Share the a review and images with gives the tour a friends and  star- rating  out of 5. relatives | **Dress appears in the user profile** |
| **Interactions**  What interactions do they have at each step along the way?  **People:** Who do they see or talk to?  **Places:** Where are they?  **Things:** What digital touchpoints or physical objects would they use? | Ask about others for Check on Websites Watch Top models big shops and Offline shops dress collections  and stores | section of Customer's Payment overlay  the website, email within the  iOS app, (software like website,  Outlook or iOS app,  or Android website or Android app  app like Gmail) | Think about Check its  product right size quality | Look Feel  beautiful in motivated  new clothes | Recommendations span across website,  iOS app, or Android app |
| **Goals & motivations**  At each step, what is a person’s primary goal or motivation? (“Help me...” or “Help me avoid...”) | Help me see what Help me to Get more Help me to get new they have to offer discounts fashion clothes | Help me Help me get Help me commit to through make sure I Buying this this payment part don't forget  without too much about my  clothes hassle Orders | Help Me for Help me for door step  delivery new fashion | Help me with good feelings and no awkwardness | Help me see ways to enhance my new Look |
| **Positive moments**  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? | Get clothes with look younger than more attractive age | Current We've heard payment fow from several is very bare- people that the bones and reminder  emails were  simple essential | People love the Clothes  itself, we have a 98%  satisfaction rating | People generally get self  confident when put new clothes | We think people like these recommendations because  they have an extremely high engagement rate |
| **Negative moments**  What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming? | doesn't found fit size clothes | Trepidation about  the purchase ("I hope this will be  worth it!") | Sometimes receive wrong clothes | Customers report  feeling review fatigue |  |
| **Areas of opportunity**  How might we make each step better? What ideas do we have? What have others suggested? | Make it easier to  compare and shop for More collection at  experiences without one place  having to click on them | ADD Cash on delivery | How might we make our Collection for all sizes | How might we make it  clear that tipping is appreciated but not necessary? |  |