



Smart Fashion Recommender Application

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<div><div>SCENARIO</div><div>Buying New fashion Clothes, Order, Track , Return</div></div>	<div><div></div><div>Entice</div><div>How does someone initially become aware of this process?</div></div>	<div><div></div><div>Enter</div><div>What do people experience as they begin the process?</div></div>	<div><div></div><div>Engage</div><div>In the core moments in the process, what happens?</div></div>	<div><div></div><div>Exit</div><div>What do people typically experience as the process finishes?</div></div>	<div><div></div><div>Extend</div><div>What happens after the experience is over?</div></div>
<div><div></div><div>Steps</div><div>What does the person (or group) typically experience?</div></div>	<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>	<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 fill 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>	<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>	<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>	<div><div>Dress appears in the user profile</div></div>
<div><div></div><div>Interactions</div><div>What interactions do they have at each step along the way?</div><div><div>■</div><div>■ People: Who do they see or talk to?</div><div>■ Places: Where are they?</div><div>■ Thing: What digital touchpoints or physical objects would they use?</div></div></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>	<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>	<div><div>Think about product quality</div><div>Check its right size</div></div>	<div><div>Look beautiful in new clothes</div><div>Feel motivated</div></div>	<div><div>Recommendations span across website, iOS app, or Android app</div></div>
<div><div></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>	<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>	<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>	<div><div>Help Me for door step delivery</div><div>Help me for new fashion</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>Positive moments</div><div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div></div>	<div><div>Get clothes with more attractive</div><div>look younger than age</div></div>	<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>	<div><div>People love the Clothes itself, we have a 98% satisfaction rating</div></div>	<div><div>People generally get self confident when put new clothes</div></div>	<div><div>We think people like these recommendations because they have an extremely high engagement rate</div></div>
<div><div></div><div>Negative moments</div><div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div></div>	<div><div>doesn't found fit size clothes</div></div>	<div><div>Trepidation about the purchase ("I hope this will be worth it!")</div></div>	<div><div>Sometimes receive wrong clothes</div></div>	<div><div>Customers report feeling review fatigue</div></div>	
<div><div></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>	<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 we make our Collection for all sizes</div></div>	<div><div>How might we make it clear that tipping is appreciated but not necessary?</div></div>	