



Smart Fashion Recommender Application

SCENARIO		Entice			Enter			Engage			Exit		Extend	
Buying New fashion Clothes		Order, Track , Return												
Steps What does the person (or group) typically experience?		Going to shop	Searching for New Fashion Clothes	Watch Review vedios	Start purchase for Functions	Confrm payment for dress	Email reminder	Order is arriving	Receiving product	Make a Trail on new Clothes	Writing & submitting review	Take a pic with new clothes	Dress appears in the user profile	
		Most of the customers found cloths in big shops	Peoples Need to stay with current fashion	Peoples Watch fashion related vedios	After deciding to buy clothes , they click the Purchase button	They fill out their contact and credit card information, then continue	One day before the Dress receive a reminder email is sent to user	Customers get email a day before arriving	On the day customer receiving the product	wear the new clothes for size checking	The user writes a review and gives the tour a star- rating out of 5.	Share the images with friends and relatives		
Interactions What interactions do they have at each step along the way?		Ask about others for big shops	Check on Websites and Offline shops and stores	Watch Top models dress collections	section of the website, iOS app, or Android app	Customer's email (software like Outlook or website like Gmail)	Payment overlay within the website, iOS app, or Android app	Think about product quality	Check its right size		Look beautiful in new clothes	Feel motivated	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 they have to offer	Help me to Get more discounts	Help me to get new fashion clothes	Help me commit to Buying this	Help me get through this payment part without too much hassle	Help me make sure I don't forget about my Orders	Help Me for door step delivery	Helo me for 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 more attractive	look younger than age		Current payment fow is very bare-bones and simple	We've heard from several people that the reminder emails were 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 experiences without having to click on them	More collection at one place		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?			

