




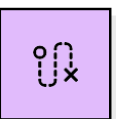







Smart Fashion Recommender Application

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SCENARIO					
Buying New fashion Clothes Order, Track , Return	 <b>Entice</b> How does someone initially become aware of this process?	 <b>Enter</b> What do people experience as they begin the process?	 <b>Engage</b> In the core moments in the process, what happens?	 <b>Exit</b> What do people typically experience as the process finishes?	 <b>Extend</b> What happens after the experience is over?
 <b>Steps</b> What does the person (or group) typically experience?	<div>Going to shop Most of the customers found cloths in big shops</div> <div>Searching for New Fashion Clothes Peoples Need to stay with current fashion</div> <div>Watch Review vedios Peoples Watch fashion related videos</div>	<div>Start purchase for Functions After deciding to buy clothes , they click the Purchase button</div> <div>Confirm payment for dress They fill out their contact and credit card information, then continue</div> <div>Email reminder One day before the Dress receive a reminder email is sent to user</div>	<div>Order is arriving Customers get email a day before arriving</div> <div>Receiving product On the day customer receiving the product</div> <div>Make a Trail on new Clothes wear the new clothes for size checking</div>	<div>Writing &amp; submitting review The user writes review and gives the tour a star-rating out of 5.</div> <div>Take a pic with new clothes Share the a images with friends and relatives</div>	<div>Dress appears in the user profile</div>
 <b>Interactions</b> What interactions do they have at each step along the way? <ul style="list-style-type: none"><li>People: Who do they see or talk to?</li><li>Places: Where are they?</li><li>Things: What digital touchpoints or physical objects would they use?</li></ul>	<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>
 <b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	<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>
 <b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<div>Get clothes with more attractive</div> <div>look younger than age</div>	<div>Current payment fow very bare-bones and simple</div> <div>We've heard from several is 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>
 <b>Negative moments</b> What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<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>	
 <b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?	<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 Cashion 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>	