SMART FASHION RECOMMENDATION APPLICATION

SCENARIO Browsing, booking, attending, and rating a local city tour	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?	Search for a Clothes Visit Website or APP Choose the Gender Browse the New Arrival Cloths View the Details about the Product They Need to choose their Gender Searching New Clothes for their daily life. They Need to choose their Gender for Searching the Cloths Cloths The Customer taps to View more. They see infomation about the product Cloths	Start Purchasing the Products Complete the Payment Information Confirm Payments Email Confirmation Email Remainder They fill out their Contact and Credit they click on Purchase button Contact and Credit Continue They see the Summary of what they are about to purchase They see the Summary of what they are about to purchase An email immediately sends to confirm their product Will remain the date and time of delivery	Experience of Product Purchasing After the product delivery, an email and in app notification prompt the Customer for the shopping After the product delivery, an email and in app notification prompt the Customers for the review	Customers can inform
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?	Search bar of the Website, iOS app or Android app Clothing section of Website, iOS app or Android app	Payment section of Website, iOS app or Android app Payment overlay within the website, iOS app or Android app Payment overlay within the website, iOS app or Android app Payment overlay within the website, iOS app or Android app Customer's email (software like Outlook or website like Gmail)	Direct interaction with the Chat bot Customer"s email (software like Outlook or website like Gmail) Common interaction with the customers using the chat bot	Recommendation span across website, iOS app or Android app Recommendation span across website, iOS app or Android app Recommendation span across website, iOS app or Android like Gmail) Post-Purchase screens 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 to get this product Help me have more fun with the Chat Bot Help me avoid seeing the unrelated products Help me See What they have to offer the Product Help me Found the Product Help me See What they have to offer the Product	Help me commit to going on this product Help me get through this payment part Help me feel confident that my purchase is finalized and tell me what to do next Help me feel confident that my purchase is finalized and tell me what to do next Help me feel confident that my purchase is finalized and tell me what to do next Help me make sure I don"t foget about my purchase that idon"t waste mony or get disappointed	Help me feel good about my decision to go on this product Help me Spread word about a gr product watch-out feedback for one was not so goo	Help me see what I could be doing next Help me see ways to enhance my new products Help me see ways to enhance my new products
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Easy price comparison of the product lt's fun to look at options and imagine doing each product	Excitement about the purchase ("Here we go!") Current payment flow is very barebones and simple Current payment people that the remainder emails were essential, especially if they booked way in advance	People love the product itself, we have a 98% satisfaction rating People generally leave purchase feeling refreshed and inspired	People like looking back on their past purchase
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Several people express a bit of fear of commitment at this step	Trepidation about the purchase ("I hope this will be worth it!")		
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 Provide a simpler summary to avoid information overload	Decrease Traffic facing by the customer Related searching products using chatbot	Providing more security	