

Smart Fashion Recommender

Empathy Map

What do they **HEAR?**

what friends say
what boss say
what influencers say

Is it possible to cancel the order

Well optimized chat bot

Is it notifying about product confirmation

Is the chat bot properly working or not

Is there only limited product

Keeps your data secured

Says about the product to their friends

What do they **THINK AND FEEL?**

what really counts
major preoccupations
worries & aspirations

Freedom to choose

User friendly

Difficult to choose the right product

Available on E-commerce website

Filters

User friendly environment

Highly recommended product

Product reviews and ratings

What do they **SEE?**

environment
friends
what the market offers

What do they **SAY AND DO?**

attitude in public
appearance
behavior towards others

Enhance the product selection

Select product via chatbot

PAIN

fears
frustrations
obstacles

Is this trustworthy

Appropriate products for our queries

Not convenient to buy

Whether our data is secured

GAIN

"wants" / needs
measures of success
obstacles

Recognition

We can buy products at convenient price

Can directly ask any questions during chat/purchase

Can filter the recommended products

Share your feedback