Smart Fashion Recommender Application

Team ID : PNT2022TMID05487

TEAM LEADER: NAVEEN J MURUGAN
TEAM MEMBER: NITHISH KUMAR R N
TEAM MEMBER: NAVIN G
TEAM MEMBER: NAVEEN AKASH R

SCENARIO

Buying New Order, Track fashion, Return Clothes

	Entice	Enter	Engage	Exit	Extend
	How does someone initially become aware of this process?	What do people experience as they begin the process?	In the core moments in the process, what happens?	What do people typically experience as the process finishes?	What happens after the experience is over?
Steps What does the person (or group) typically experience?	Intention of ordering clothes online When customers want to purchase clothes online, they may come across this application.	Customers are required to login using their credentials. Home page of the application is appeared and the customer can search for the required products.	Chatbot Interaction Receiving of products By the use of chatbot customer can search the products based on the interest. On the described date the product will be delivered.	Maintaining review section The user writes the reviews of the product and give rating.	Purchase confirmation,Mail notification is received Using sendgrid service user will issue a notification regarding the product receiving date and its price details.
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?	Comparing the product with other shopping sites. A home page on the website which display all types of fashion products. Price details and specification of the product will be shown.	It is a cross-platform webapp (ie Ios,android,windows) Creating an account in the webapp for authentication.	The webapp is embedded with Watson Ibm Assistant Users can initiate a chat and chatbot is trained according to the dataset input given	Users are provided with review section to rate the quality. Ratings are given with the star indication.	Message is delivered to the user via email Contains order confirmation details,arrival date,tracking id etc.
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Through app advertisements user can know about the ecommerce websites Variety of clothing products is provided to make it as unique platform	A user has privilege to access the products and order it.	Various product are displayed and user can choose according to needs. It improves User's connectivity with the app through interactive chatbot.	To provide suggestions to improve the standards of the webapp	The progress of the product can be tracked. Frequent Updates are provided to user.
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Unique website with good UI interface.	Brings the live shopping experience in online. Remote access of products is provided by cloud.	User can Learn the products available by initiating chat to the chatbot.	Customer satisfactory and order details.	Customer will be eager to buy more clothes.
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	No size found and no fit size found	Hope of finding the right size and worthy clothes.	Receiving wrong size clothes.	Some negative reviews about the product.	Negative gossips.
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	More collections available and offers are given.	Cash on delivery and bank purchases are available.	Availability of all size for all clothing items.	By making the chatbot more interactive and available all the time.	User interface of the webapp can be updated.