

Smart Fashion Recommender Application

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