User Scenario (Persona: Jeff Duncan)

Jeff was so busy because his wife was abroad for a meeting and he was in charge of taking care of their twin daughters and dog, Ruby. And unfortunately, he had to get a new suit for his presentation at the upcoming meeting but he has no free time because of his job and the situation he was in at the house. And suddenly he remembered a software project he was working on a while ago since he is a software developer. He downloaded this application on his phone and tried the suits that he like virtually via the application. Since it was so practical and time-saving, he did not have any trouble at his job and home.

User: Orange

Goal: Green

Consent of use: Purple

Action: Blue

Jeff Duncan

Practical   Analytic   Emotional

"Shopping is like coding, all you have to do is to know how to search."

Age: 43
Work: Software Engineer
Family: Married, twin daughters, a dog
Location: Mumbai, India
Character: Workaholic and homebody

Personality

Introvert ——————— Extrovert

Thinking ——————— Feeling

Sensing ——————— Intuition

Judging ——————— Perceiving

Goals

- To buy comfortable clothes without spending much time.
- To find shopping sites that are reliable about products.
- Saving time as much as possible to spend more time with family.

Frustrations

- Wasting time on choosing clothes.
- Can not satisfy his family with products he bought.
- Wasting money on products that do not truly measure up to his expectations.

Bio

He is at top of his career so he doesn't have so much free time. If he has some he wants to spend it with his wife and children. He generally wants to shop for comfortable clothes or shop for his wife because it is valentines day or their anniversary. Sometimes he even shops for his baby twins and his 3-year-old dog Ruby. He is picky when he shops for himself, he has some specific brands. But when it comes to picking something for his daughters or wife; he prefers to read comments because he wants to make them happy.
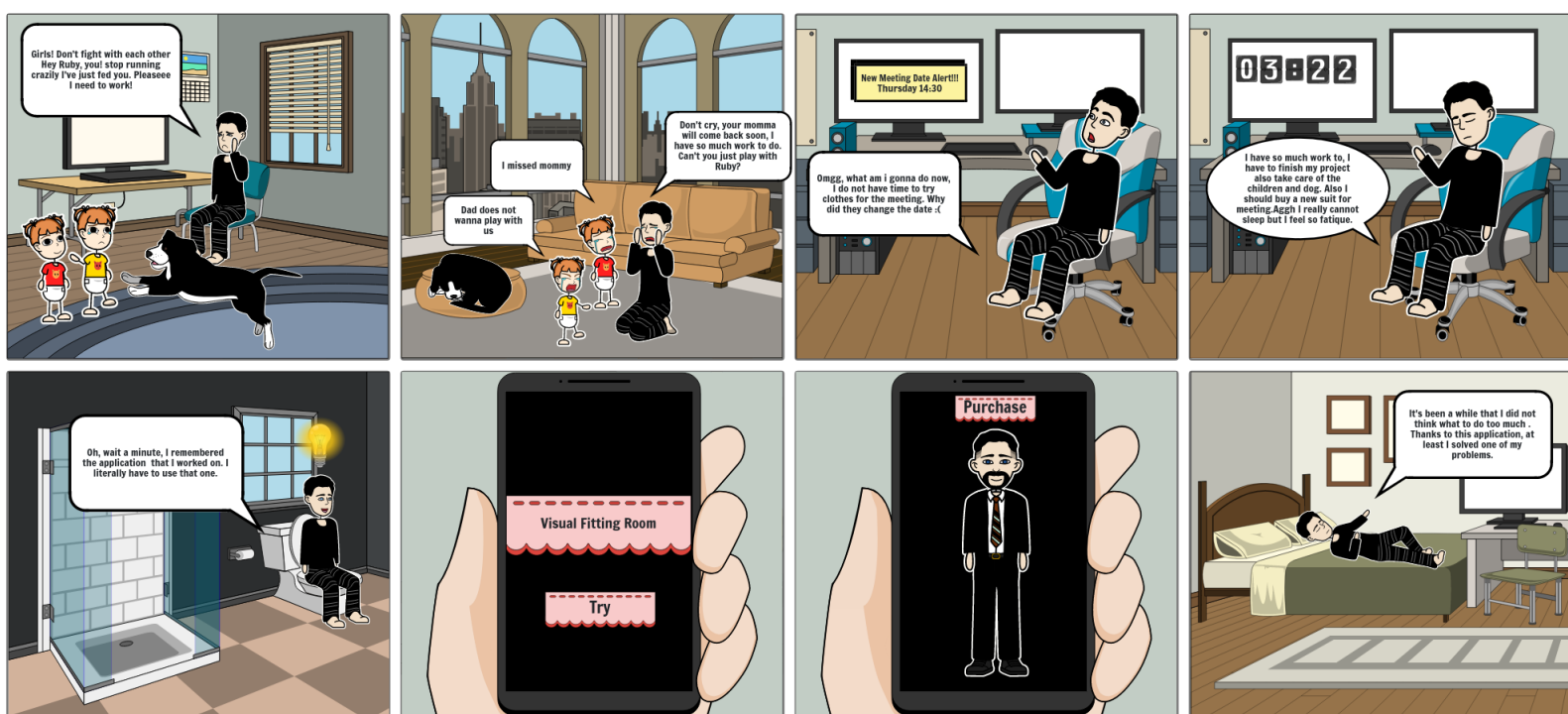
Motivation

Incentive

Fear

Growth

Power

Social

Brands & Influencers

Columbia   ROLEX   THE NORTH FACE

Preferred Channels

Traditional Ads

Online & Social Media

Referral

Guerrilla Efforts & PR

Storyboard

Storyboard That kendi yaratın

User Scenario (Persona: Rachel Green)

Rachel was feeling so anxious and under pressure because her followers were wanting her to try more and more diverse clothing products and write reviews about them. Since she spends too much time on trying clothes and other products in person because she is against to consuming unnecessary money and time despite her job, her health has unintentionally gone worse day by day because of overworking. Then her bestfriend , Büşra, recommended her a mobile application. Rachel downloaded and started to use the application to try products on herself so easily. So she had a chance to focus more on her reviews for her followers and also in conclusion, her health gone better so do her followers' feedbacks because she started to feel more relaxed about her job and daily routine.

User: Orange

Goal: Green
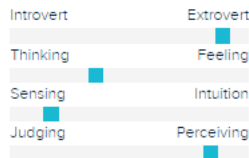
Consent of use: Purple

Action: Blue

Rachel Green

Friendly   Ecologist   Fashionista

"Reduce, reuse and recycle for a better future."

Age: 30
Work: Former fashion designer, Influencer
Family: Single
Location: Lyon, France
Character: Conscious and tolerant

Personality

Introvert — Extrovert
Thinking — Feeling
Sensing — Intuition
Judging — Perceiving

Goals

- To make people more conscious about consuming less.
- To reach the top for her job by trying different products.
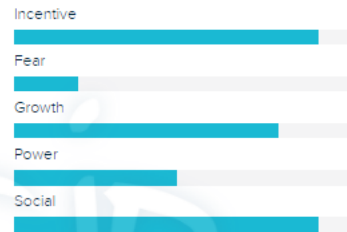- To contribute to a healthier and cruelty-free future for the world.

Frustrations

- The topics that can make people trigger.
- Losing peoples' interest in her job and reviews.
- Products sometimes do not match the looking their online version in reality.

Bio

Rachel Green is a 30-year old influencer who is actually a fashion designer but then wants to focus on communicating with people. Her main purpose is to be trustable so that people will be more conscious and experienced about shopping and they won't waste their money or time. Also, it will be better for the environment and animals. So she thinks she will be the one who will shop for a lot of people because if she will influence people they won't spend their money and time on useless stuff. Sometimes she fools around for hours on the internet. But that doesn't mean she doesn't benefit people who comment on a particular piece of cloth. Rachel takes the comments very seriously because she thinks they are trustworthy and they make her life easier about time, usefulness, and money.
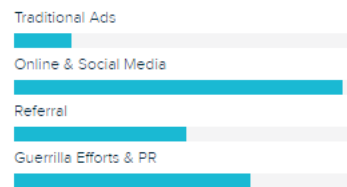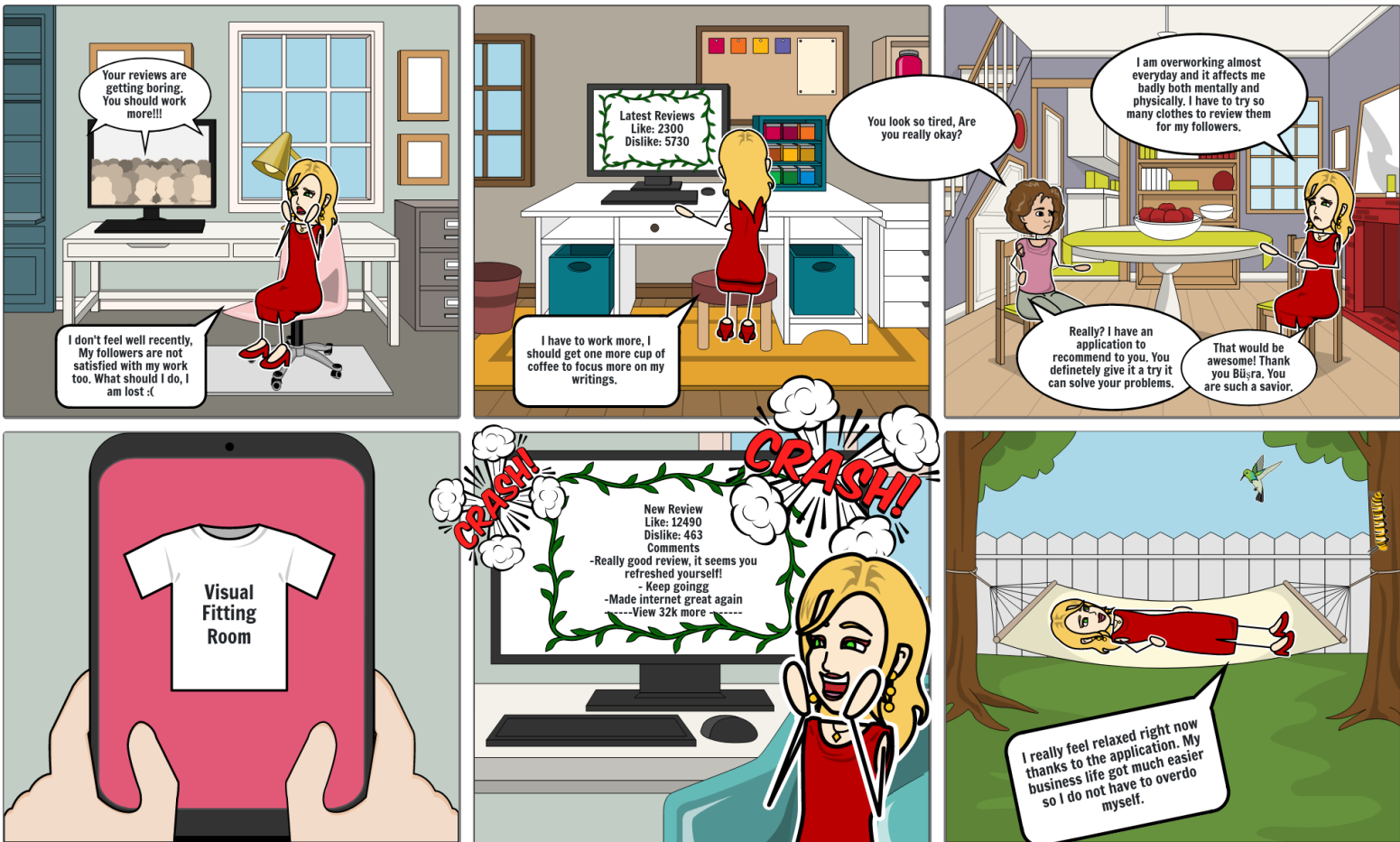
Motivation

Incentive
Fear
Growth
Power
Social

Brands & Influencers

VERSACE   PRADA   CHANEL

Preferred Channels

Traditional Ads
Online & Social Media
Referral
Guerrilla Efforts & PR

Storyboard

Storyboard That kendi yaratın

User Stories

1) As a user, I want to try many clothes in one simulation and these products don't have to be from same brand.

2) As a user, I want to make a request to sellers to put the newest products to the application.

3) As a user, I want to share my look with my friends via application.

4) As a user, I want to see recommended cloth combinations.

5) As a user, I want to save my looks in my virtual closet and whenever one of the products' price changes, I want to be informed about it via notifications.

6) As a seller, I want to offer users discount via notifications and getting feedbacks from users while they are trying the clothes.

7) As a seller, I want to show how many users are trying the same product to users, so that they can communicate with and ask their looks to one another.

8) As a seller, I want to connect my database with the application. So whenever a new product added to the store, it will be added to the application automatically.

9) As a seller, I want to communicate with developer team to solve technical issues via a help button in the application screen.

10) As a seller, I want users to make a request to my store to get the right size if their sizes are out of range. Therefore we can fix our size ranges according to the feedbacks.