



What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

- WHICH BRAND TO CHOOSE
- IS COD AVAILABLE
- RETURN POLICY AVAILABILITY

- ON TIME DELIVERY
- IS THE TRANSACTION GATEWAY SECURED?
- IS THIS A UNIQUE PRODUCT

- RANGE OF COLLECTIONS

What do they SEE?

environment
friends
what the market offers

- CHAT BOT INTERFACE
- DESCRIPTION OF PRODUCT

- REVIEW OF PRODUCTS

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

- ONE STOP SOLUTION
- SAVES SHOPPPING TIME
- REDUCES CART ABANDONMENT

- COMPARE PRODUCTS
- GIVE FEEDBACK
- CHECK FOR NEW DEALS

PAIN

fears
frustrations
obstacles

GAIN

"wants" / needs
measures of success
obstacles

- ENERGY WASTED ON SEARCH
- WHAT IF THE DRESS DOESN'T FIT ME
- EXPECTATIONS NOT MET

- SHOP BY NEW ARRIVALS
- OFFERS
- SHOW PERSONALIZED RECOMMENDATION

What do they HEAR?

what friends say
what boss say
what influencers say

- THERE ARE MANY GOOD DEALS

- APPLICATION IS INTERACTIVE