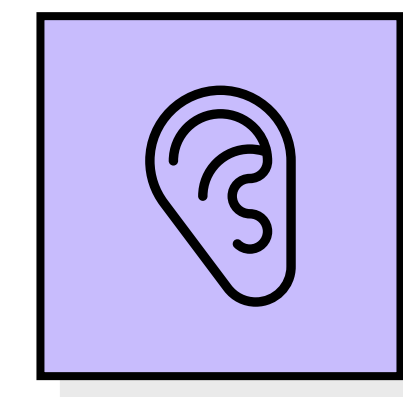


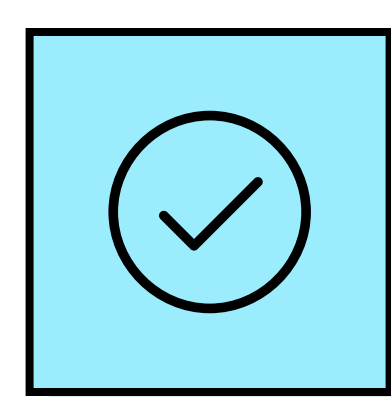
### WHO are we empathizing with?

Customers who have no time to purchase in shops. One who is busy with works and customers who travels very long distance to find a product



### What do they HEAR?

- Wide range of brands
- Can get products on time
- Quality of the product is too good
- There is no closing time for shopping



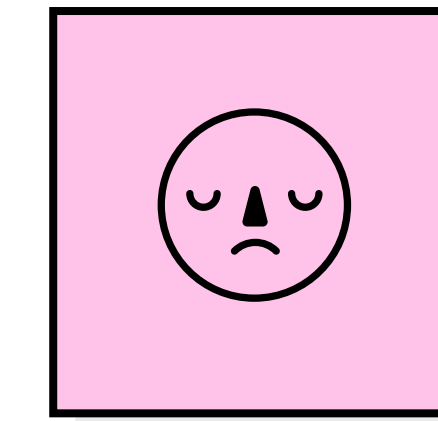
### What do they do ?

- Go to downstairs to pick up the product and pay the cash
- Looking for the product that matches their taste.



### What do they THINK and FEEL?

#### PAINS



Not able to get all the products through shops.

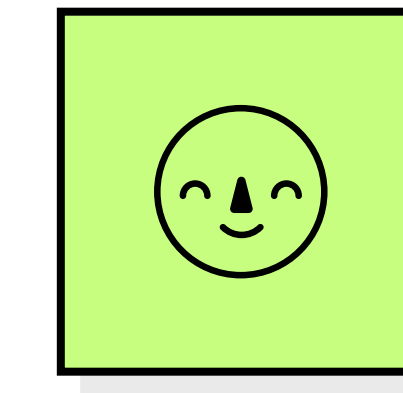
Travel long distance to find a product



Busy at work and cant find time to go shops



#### GAINS



Getting everything online without visiting shops.

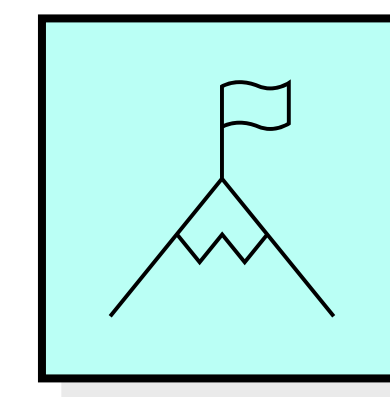
Buying Quality products



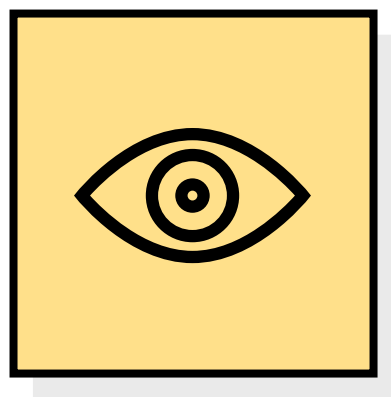
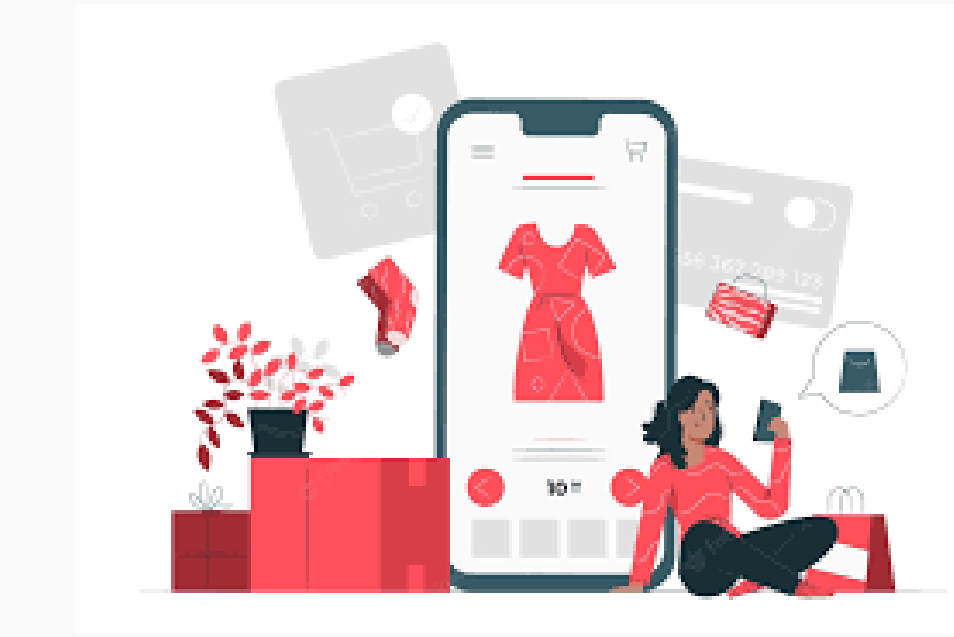
Buying products in safe manner



### What do they need to DO?

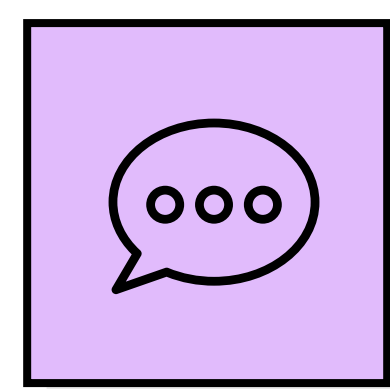
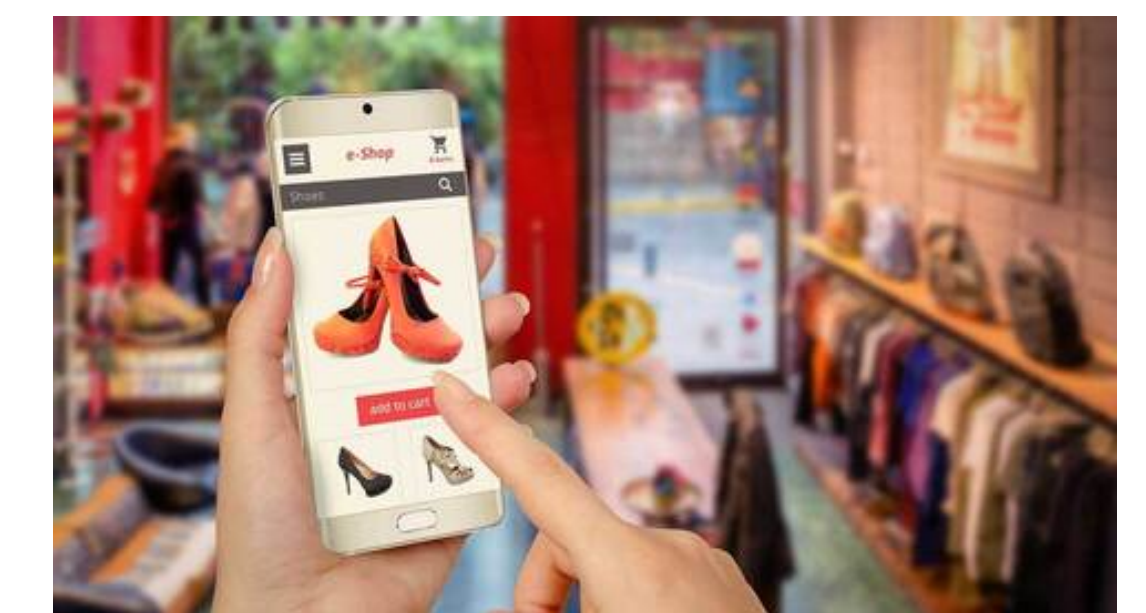


- Access websites anytime
- Easy navigation in websites
- Looking for products that matches interest
- Adding products to cart
- Buying products online at anytime using card payments



### What do they SEE?

- User friendly website
- Every product with its real image
- Online payment options
- Valid offers
- Chatbot availability



### What do they SAY?

- Comfort of purchasing things from home
- Detailed description of products
- Easy card payment

