



THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

I want to have a unique style of dresses

This app so user friendly

It shows budget friendly dresses too!!

HEAR?

what friends say
what boss say
what influencers say

I spend wisely

The application is reliable

Application values only good designs

SEE?

environment
friends
what the market offers

I got the same dress cheaper than yours

I got the best deal

Has accurate tracking for fast delivery

SAY AND DO?

attitude in public
appearance
behavior towards others

Will the designs be good on me?

I love the quality of the dresses

I love the instant recommendation of the system

PAIN

fears
frustrations
obstacles

Picking the right features

To create a guarded payment gateways

Marketing the app

GAIN

"wants" / needs
measures of success
obstacles

Adapt the best technology

Create the best customer support service

Returning process will also be easy