



**Says**

- unwanted items recommend often
- unwanted ads
- Application should be light weight
- User interface is complex
- Searching recommendation should accurate
- Trending items should be recommended

**Thinks**

- Application should contain maximum number of items
- attractive userintreface
- It should contain brand products
- what is best for me?
- is it contains all fashionable products?
- Am i getting the best price?

**Does**

- More research
- Compare with similar application
- Ask friends
- Ask for free trail
- Purchase product
- List pros/cons

**Feels**

- Excited
- Relaxed
- Easy to handle
- It is difficult to use
- anxious
- rapid

**Pain**

- Recommendation issues
- User Interface Complex
- Rugged Application

**Gain**

- Rubust Application
- Improvements
- Better Search optimization