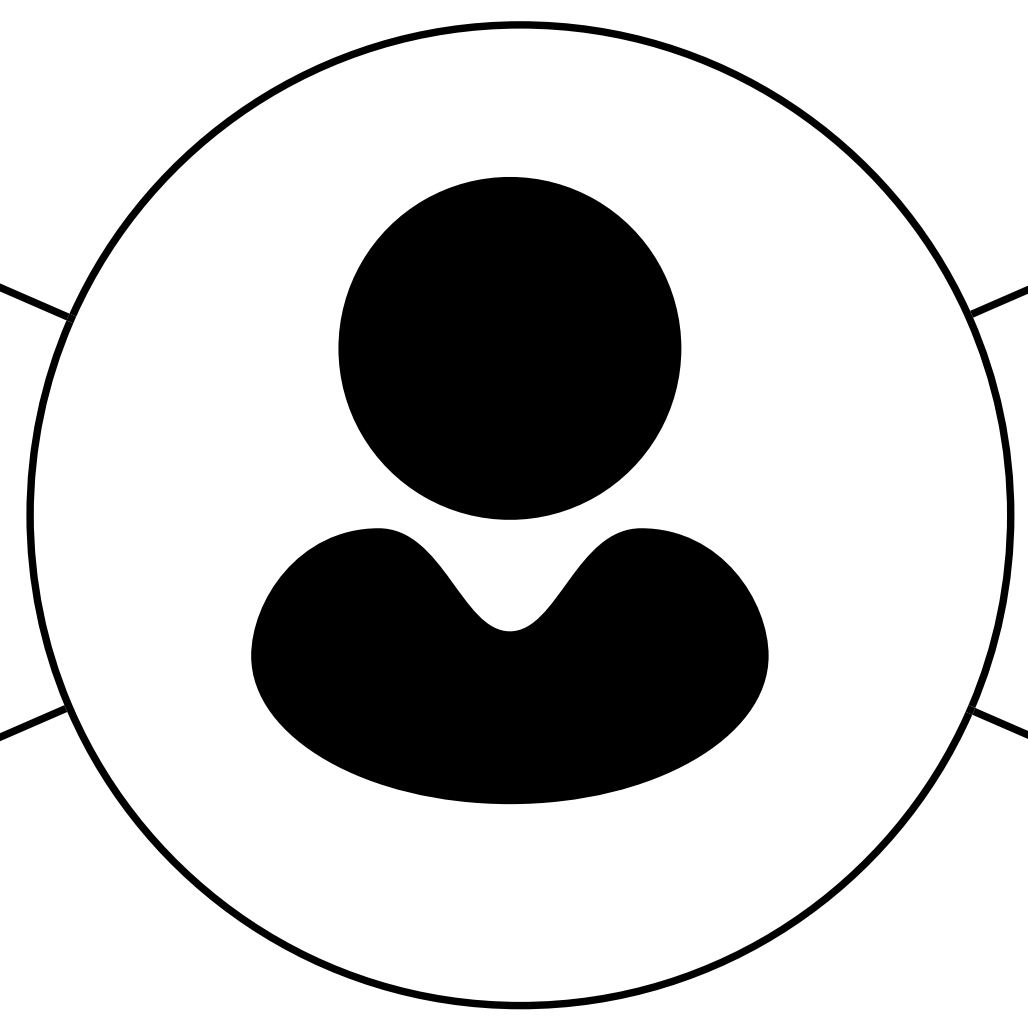


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



- The trending product will be prioritised
- When the new product is launched they will be displayed on the first when the category of the product is serched
- E commers is profitable business which is used by most of the people nowadays

What do they
HEAR?

what friends say
what boss say
what influencers say

- A e commers application is a big interactive database that tells new product
- More than any product of the physical store,the user attraction is much more higher in e commer app
- The app owner can choose to serve content as per user's preference

What do they
SEE?

environment
friends
what the market offers

- Searching for best expense product
- Gives information about any product immediately
- It reduces impulse Spending

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

- Easier to use
- Paid subscription for fast delever
- The vast resources available on the web have not yet been utilized by the majority of it's subscribers

PAIN

fears
frustrations
obstacles

- Disappointing users with lack of accuracy
- apps are not at supporting their particular needs or preference
- Companys not making as much money due to free reading for audiences

GAIN

"wants" / needs
measures of success
obstacles

- Save product and store whistlist for later buy
- selling of bulk products
- A daily money tracking tool