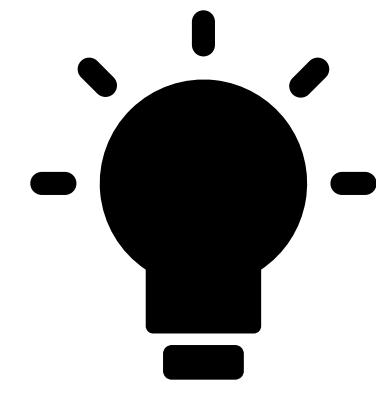


What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



sandbox for
amateur

half men
half dress

look good
feel fresh

implementing
in
e-commerce

much
needed
feature

evolution
in fashion

maintaining
databases

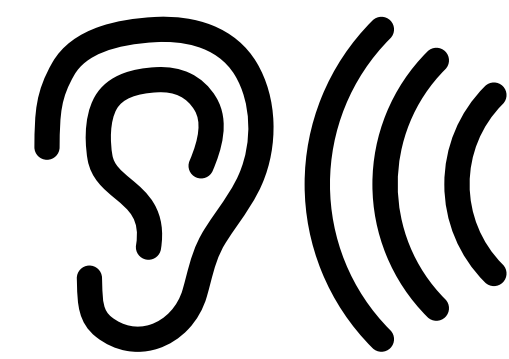
time saver

step up
their
personality

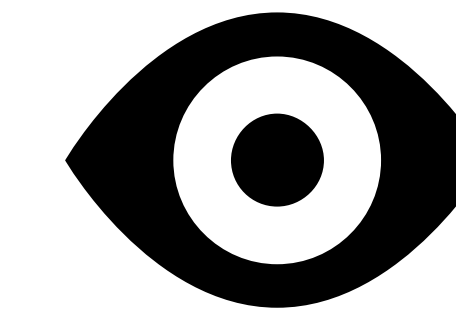
marketing
strategy

What do they HEAR?

what friends say
what boss say
what influencers say



good way to
promote
e-commerce



What do they SEE?

environment
friends
what the market offers

easy
access

can
become
popular

team work
is dream
work

reduce
navigation
time

self
expression

fashion is
everything

better way
to boost self
confidence

fulfill user
needs

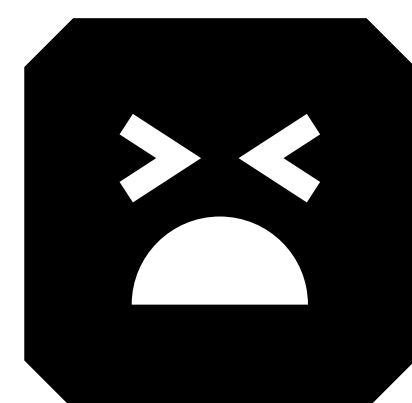
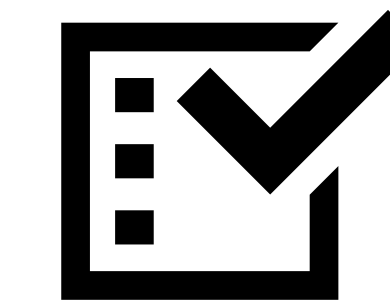
important
bridge
between
B2C

user
friendly

ease
of
use

What do they SAY AND DO?

attitude in public
appearance
behavior towards others



PAIN

fears
frustrations
obstacles

conflicts

time
constrain

lack
of
knowledge

bugs



GAIN

"wants" / needs
measures of success
obstacles



promote
best
deals

debugging
knowledge

safe and
secured

accurate
results