

What do they HEAR?

what friends say
what boss say
what influencers say

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

What do they SEE?

environment
friends
what the market offers

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

PAIN

fears
frustrations
obstacles

GAIN

"wants" / needs
measures of success
obstacles

Will it be
suitable for
me?

Will I find
the product
I look for?

How much is
it going to
cost me?

Will the app
have
knowledge
on what's
trending?

Will the
delivered
product be as
mentioned?

Will the stock
be available
for mass
purchase?

Smart and
fluid
performance

Customer
stratification

Product
Rating /
Review

Product
advertisements

Vague and
trendy product
recommendations

Discounts /
Offers

Flexible
payment
methods

Variety of
options
available for a
product

Quality/Durable
Material

Search and
Find
products of
desire

Cost
efficient

Products
are verified
of quality

Shipping
Cost

Limited Stock
Collections

Diverse
products

Facile and
Interactive
User
experience

Smart
Recommendation

Periodic
Discounts

Shop
anytime
anywhere

Product
Exchange

Product
Defect