EMPATHY MAP

What do they think and feel?

1. Will the stock be avaliable for bulk orders?
2. Will the app know the what's on trending?
3. Whether its suitable for me?
4. Will I find the products I look for?

What do they hear?

1. Customer requirements and Satisfacation
2. Product rating and Review
3. Smart and Adaptable

What do they see?

1. About the product Advertisments
2. Discounts/offers
3. Easy payment system
4. Classy and trending product recommentation

What do they Say And Do?

1. Quality & Assurance of products
2. Cost Efficient
3. Products are verified of quality
4. Search and find the products of Desire

Pain

1. Shipping Cost
2. Easy to Exchange products
3. Product Defects
4. Limited Stocks & Collection

Gain

1. Periodic Discounts
2. Smart Recommendation
3. Portable And Interactive User experience