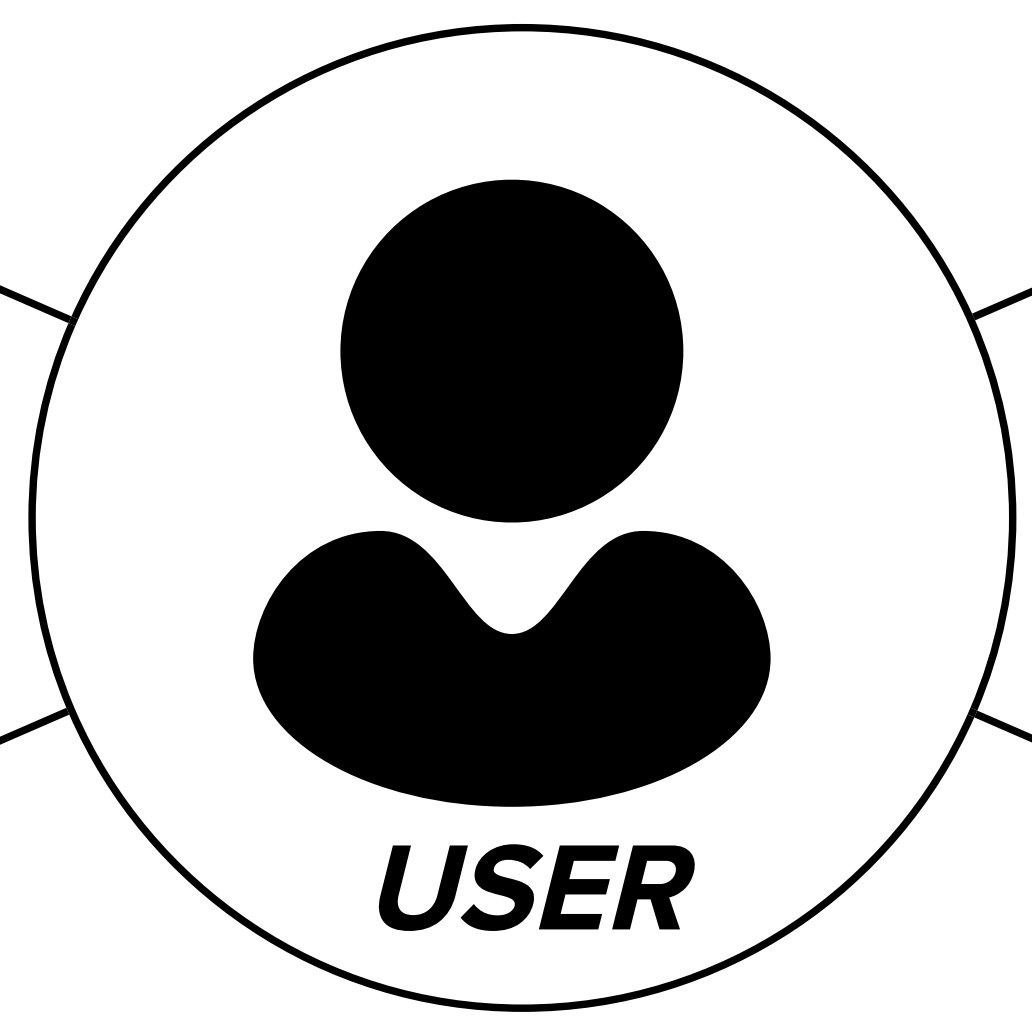


*What do they*  
**THINK AND FEEL?**

what really counts  
major preoccupations  
worries & aspirations

- DOES IT WORTH TH BUY?
- WASTING TOO MUCH TIME?
- DO THEY THINK IAM STUPID?
- OVER-WHELMED
- CURIOUS
- FEAR
- HAPPY
- DOES IT SUITS ME?
- TOO MUCH PRICE
- IS IT HAVING DURABLE CLOTH MATERIAL?



- DURABILITY
- PERFECT SIZE
- AFFORDABLE PRIZE
- FAVOURITE BRANDS
- SUITABLE COLOURS
- PRODUCT FEEDBACK

*What do they*  
**SEE?**

environment  
friends  
what the market offers

*What do they*  
**SAY AND DO?**

attitude in public  
appearance  
behavior towards others

- AWESOME SHIRT
- WHERE DID YOU BUY IT?
- I SEARCHED FOR SAME COLOR SHIRT

- COMPARE SHIRTS
- RESEARCH ABOUT BRAND
- OBSERVERS IN STORE

*What do they*  
**HEAR?**

what friends say  
what boss say  
what influencers say

**PAIN**

fears  
frustrations  
obstacles

- TOO MUCH PRICE
- WILL THE SAME COLOR GET DELIVER?
- PERFECT FIT WILL NOT AVAILABLE SOMETMES

**GAIN**

"wants" / needs  
measures of success  
obstacles

- GOOD QUALITY SHIRT
- PROFIT BECAUSE OF THE OFFERS!
- TIME SAVNG