| I am     | I'm trying to                                     | But  | Because   | Which makes<br>me feel   |
|----------|---|--|---|--|
|          | Buy a product                                     | It is diffcult to<br>choose the suitable<br>products   | There is no steady<br>need for purchase a<br>products (Dress<br>,jewellery etc)   | There is no application that provides a proper communication between seller to buyer so customers feel badly |
| customer | Know the original price and want to buy a Product | It is difficult to<br>communication<br>between user to<br>vendor                                 | Although those application helps finding a right products to users but the ease of communication with those users in not prompt | Customer feel<br>afraid about the<br>products is<br>original or fake   |
|          |   | Sellers of different e-<br>commerce sites selling<br>a same products with<br>difference in price | Different contracts<br>with supplier and the<br>price are determined<br>by the different retailer                               | Grief and sad  |