

Preferences

Why is
this so
hard ?

What do they
THINK AND FEEL?

Wasting too much time on
searching

Excited

Over-whelmed

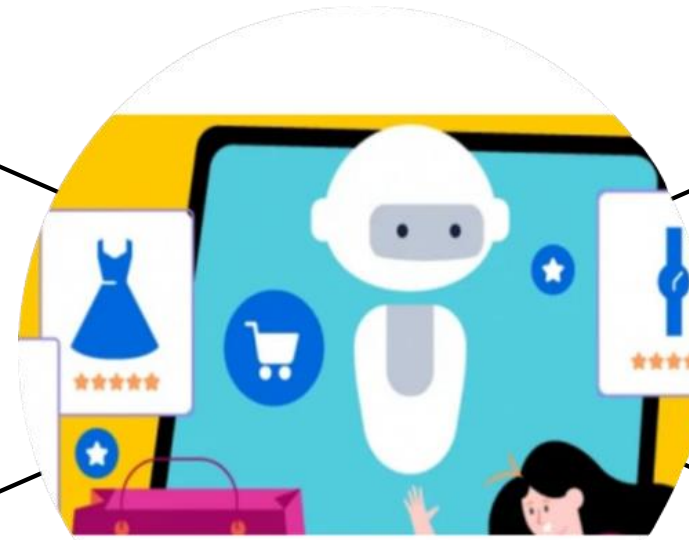
What do they
HEAR?

To many places to
look

Discounts
&
Coupon

Quality
of the
product

Compare
rates



Compare
Products

Checks
the
website

Unsure
to trust

What do they
SEE?

Rating and
Reviews

What do they
SAY AND DO?

Asks friends if they
know any offer?

what is the
price of the
item ?

I was
expecting
something
different

what brand
do you
prefer ?

what do
you think ?

PAIN

Delivery
Charge

Bored

Insufficient
Interaction

More
search

GAIN

Reduced
time

New Arrival

Get
notified

Gift
Hamper