

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



Quality of
Product

Quality of
Product
Color etc...

Cancellation
Of the
Product

Ads of the
Product

Offers are
Seen by
Sites,
Websites

Recommend

Variety of
collections

Quality,
Size,
Model etc...

Delivery
Charges

What do they SEE?

environment
friends
what the market offers

What do they HEAR?

what friends say
what boss say
what influencers say

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Registration

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PAIN

fears
frustrations
obstacles

Network
Issues

Delivery
Issues

GAIN

"wants" / needs
measures of success
obstacles

Travelling
Time is
Reduced

Cost is
Reduced