

Online shopping is easy to buy

Fastest growing business

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

No need to visit shop,thus saves travelling time.

Payment method is flexible to people

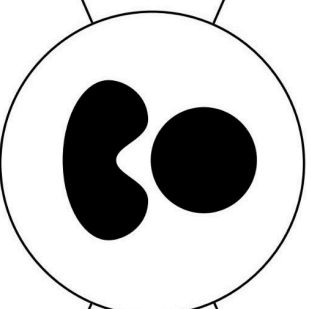
What do they HEAR?

what friends say
what boss say
what influencers say

In the past few decades,online shopping has gone from being non-existent to becoming a multibillion-dollar industry

Buying things online has become a common praitce among millions of people around the world.

Recently the number of people buying goods and services online has increased morethan ever before COVID 19.



People are think online shopping has given us lots of facilities such as we can save up our valuable time.

People can see the variety of products no matter were we are at home or at work.

Many other things ilke we can save our favorite products in their cart for purchasing later and most imppantly.

What do they SEE?

what the market offers
environment
friends

Online shopping is being popular among all age groups.

More online stores are opening and competition is also becoming higher to sell products

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

People search and compare products before making the final payment

Some pepole still have fear and dont like to buy products in online,but others are frequent buyers

PAIN

fears
frustrations
obstacles

Negative environmental impact of packaging and gas

Shipping problems and delays

less contact with your community

GAIN

"wants" / needs
measures of success

Access to used or damaged inventory

Privacy for discreet purchases

Easy price comparisons

PROBLEM STATEMENT

Senthilpandi

user name

is a/an Student

user characteristics

who needs

Books

user need

because

Buy foreign author books , offers.

insight

PROBLEM STATEMENT

Arun is a/an Electrical engineer
user name user characteristics

who needs Electric parts
user need

because Best company products , offers.
insight

PROBLEM STATEMENT

Aravind is a/an Camera man
user name user characteristics

who needs Tripod, lence, flash.
user need

because Best quality products, offers.
insight

PROBLEM STATEMENT

Sathish is a/an Football player
user name user characteristics

who needs Sports shoes, ball
user need

because Time saving, offers, quality products.
insight