



What do they **THINK AND FEEL?**

what really counts
major preoccupations
worries & aspirations

Will this look
good on
me?

Good
service and
support

Effective in
terms of
cost

Good
quality
products

Discount
for the
product

Collection of
different
brands

Will the
quality of
product be
good?

Browse a
variety of
trendy
clothes

What do they
SEE?
environment
friends
what the market offers

Offer for the
day in
market

What do they **SAY AND DO?**

attitude in public
appearance
behavior towards others

AI has
increased
user
engagement

Give
product
reviews

Share my
design
inspiration
to chatbot

Actively
looking for
the latest
products

Invest in
trendy
products

PAIN

fears
frustrations
obstacles

insufficient
time for
shopping

Matches
made with
clothes aren't
trendy

Unsatisfactory
product

Pictures are
too few to give
a true
impression of
the product

GAIN

"wants" / needs
measures of success
obstacles

Reduce
searching
time

There will be
a collection of
customer
feedback

Great
choice of
fashion

Product
name is not
required

What do they
HEAR?
what friends say
what boss say
what influencers say

Discussion
about latest
sales

Does the
new season
require new
clothes

Using latest
technology to
check if the
dress suits the
user

Feels like an
obsession
with buying