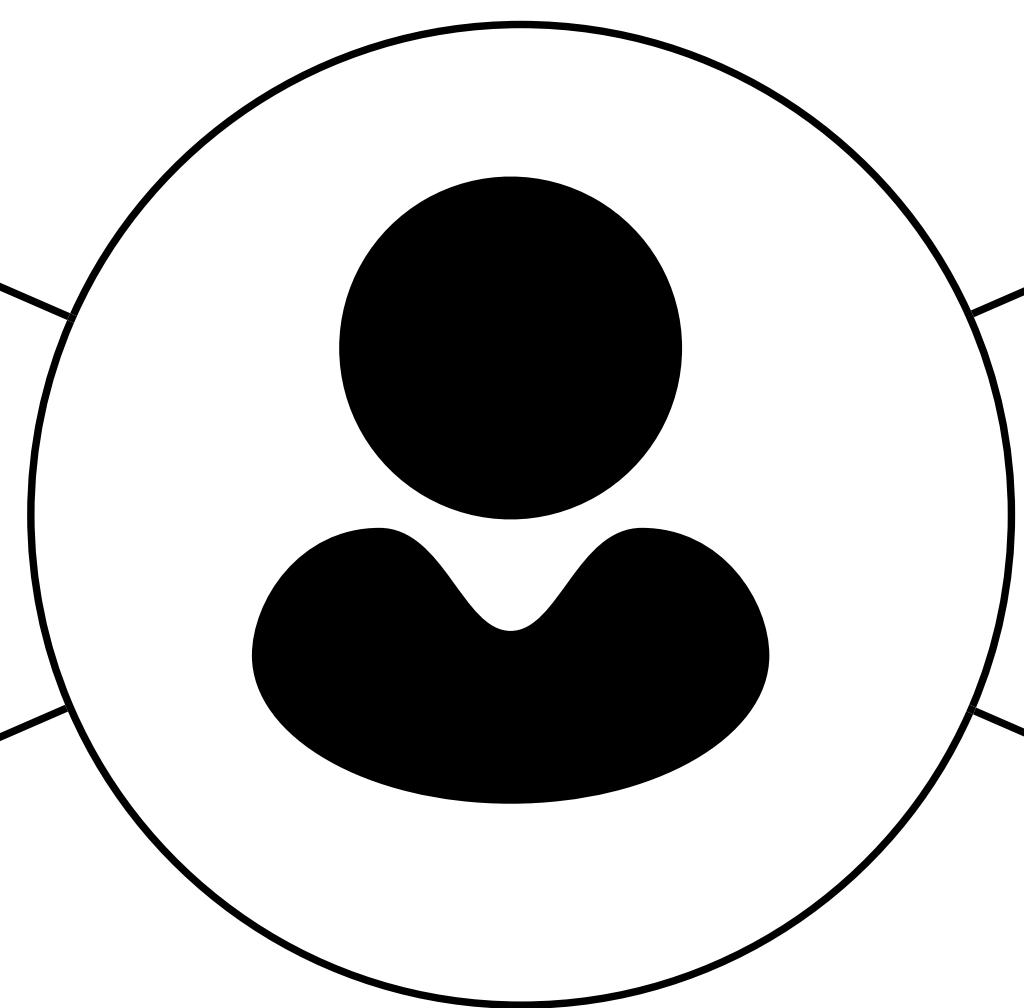


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

What do they
SEE?

environment
friends
what the market offers

What do they
HEAR?

what friends say
what boss say
what influencers say

Is there any
exchange
offer

Is the prices
are
Affordable

Is this easy
to access

Is this
Trustworthy

Total number
of items

Searching for
best prices

Product
quality and
brands

Customer
services

Delivery
time

Fast delivery

Weekend
deals

Membership
offers

Referral
program

Easy to use
the platform

They say
about the
trust and
quality

Easy to
separate the
items

To calculate
the items

Ready to use
the platform

PAIN

fears
frustrations
obstacles

GAIN

"wants" / needs
measures of success
obstacles

Fear of
missing
money

Wrong
address
delivery

Mis-
information
issue

To develop
good frame

To build Trust

To increase
the product
sales