

Cares for customer-gives compensation in case of delays

Hidden costs and shipping charges

Returning the product

Weekly order in bulk

Search/ Browse products

Most of the items to buy are fixed

Calculate and order the product as per your needs

Fast delivery

Empathy Map Canvas

Gain insight and understanding on solving customer problems.

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Build empathy and keep your focus on the user by putting yourself in their shoes.



Shopping on the internet saves time

A chore to be done

Passion for Invention

Weather decides if I can go out or not

Top demand products

Quality of products

Attractive deals

I shop more to reach the limit of free delivery

can't find my brand

Offers

Sufficient info about products online

I have to be home early to receive delivery

Prices are almost the same as in super market

Out of stock

Products are not sorted

Just too many items - difficult to choice

Saves time

Convenient

At my door steps