

# 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 HEAR?

what friends say  
what boss say  
what influencers say

# What do they SEE?

environment  
friends  
what the market offers

# PAIN

fears  
frustrations  
obstacles

Decisions

# GAIN

"wants" / needs  
measures of success  
obstacles

Expected  
price range

BEST  
PRICE

Good  
fashion  
deals

BEST  
DEALS!

Setting the  
right  
budget

BUDGET

Lot of  
branded  
collection



I think I  
could get  
more  
discounts

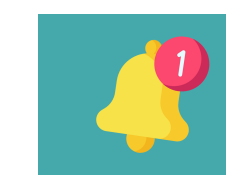
I would pay  
more I there  
was a offer

Over-  
whelmed

I'm  
unhappy

What is  
best for  
me

Excited



I receive  
notifications

A lot of  
options to  
choose  
from

Different  
brands

BRAND



Instagram /  
Facebook  
posts



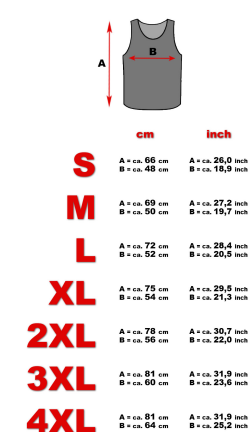
More  
research

List pros/  
cons



Compares  
products

What size is  
best



Suggestions

What brand  
do you like  
?



What is  
your  
budget

I really  
recommend  
this brand

What is your  
proportions



It takes too  
much time to  
talk to the  
customer  
service

