

- Don't want to blow the budget
- Want to have clothes that will last a long time
- Will it look like it does in the photos?

What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



- Youtube or Instagram ads
- Influencer Recommendations
- Email offers

What do they
SEE?

environment
friends
what the market offers

What do they
HEAR?

what friends say
what boss say
what influencers say

- I got the same thing cheaper from
- What scope does it have in the market?
- Why should you trust them?

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

- Browses for outfit inspiration
- I value good design
- Shop around for the best deal

PAIN

fears
frustrations
obstacles

- Hard to be sure that an item will fit
- Returns are a hassle
- Lack of transparency from companies

GAIN

"wants" / needs
measures of success
obstacles

- Confidence in purchase
- Satisfaction with product on arrival
- Has an eye for Quality