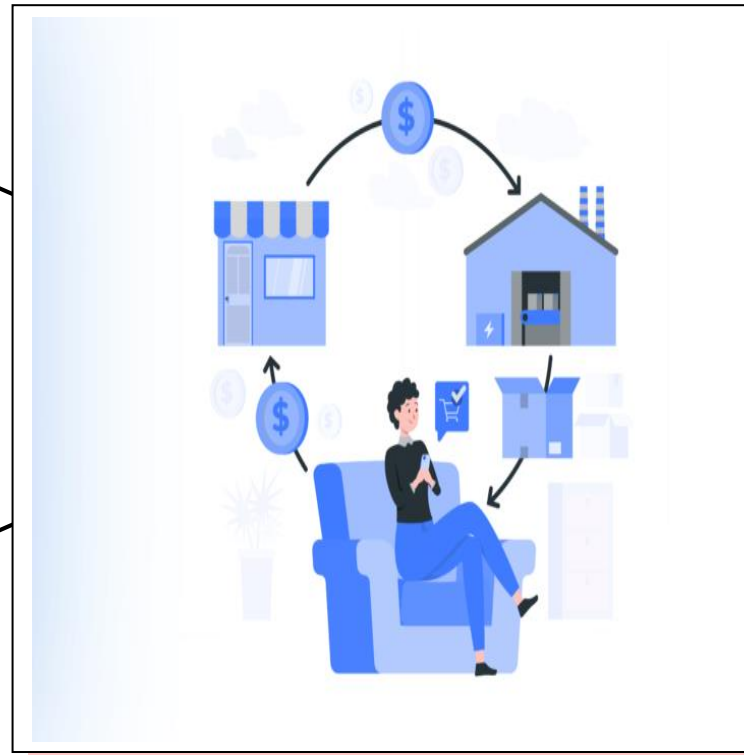


What do they
THINK AND FEEL?

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

Don't want
to blow the
budget

Want to have
product that
will last a long
time

Will it look
like it does
in the
photos?

I got the
same thing
cheaper
from

What scope
does it have
in the market?

Why should
you trust
them?

Youtube or
Instagram
ads

Influencer
Recommendations

Email offers

What do they
SEE?

environment
friends
what the market offers

Browses for
product
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