



## What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations

Feels la -  
Anxious

Looking  
forward

Does it suit  
me good?

what will  
suit me ?

## What do they HEAR?

what friends say  
what boss say  
what influencers say

No Return

hear from  
my friends

## What do they SEE?

environment  
friends  
what the market offers

Do this  
fashion item  
be as it like  
in the photo

what is  
best for  
me?

## What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

more  
research

compare  
products

## PAIN

fears  
frustrations  
obstacles

This  
product not  
met  
my need

oversized

## GAIN

"wants" / needs  
measures of success  
obstacles

This is what I  
have been  
exactly  
looking for

gives me  
confidence