

What do they HEAR?

what friends say
what boss say
what influencers say

It lists down what brand i exactly wanted to buy from.

It displays daily offers & deals which makes me happier.

I'm frustrated with your updates

I no longer have to search my favorite product on my own

Payment has become very easy to do

It recommends good products

It made the website easy to use

THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

I want to search for branded products

I can't decide what to choose

Which color suits me?

How to do payment?

what is the best for me?

I want answers for my queries

which product suits me ?

I want high rated products.

Makes sure not to get cheated.

They don't show any good rated products

Favorite brands not nearby

Compare products with physical shops

What do they SEE?

environment
friends
what the market offers

Do they also show discounts and offers?

How much did she pay for it

Sees reviews and ratings of products

Can i trust this site?

It's really hard to do payments in online websites for shopping

Search and compare products

compare pricing and discounts

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

I don't know what suits me the best

What kind of customer care don't give us an answer?

I only prefer quality products

Chatbot was able to give answers to my queries fast.

PAIN

fears
frustrations
obstacles

I'm not very familiar with modern technologies

Why won't they address my queries?

How to look for my favorite brand

Why is this so complicated to serach products

This is my first time shopping online

GAIN

"wants" / needs
measures of success
obstacles

It feels comfortable to use and worth it.

This shop even recommends products to their customers.

It's easy since all my preferred brands are in here

They understand what i exactly want

They really care for their customers and clear their queries

I was able to get this watch on discount. im happy!