



What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Is it worth to
spend
money on
fashion?

Will the
quality meet
my
expectation?

How helpful
will the
chatbot be?

Promising
fashion
products

Looks for
any offers
and deals

Pleasant
look and
feel of the
website

A helping
assistant
(chatbot)

Various
brands are
available

What do they SEE?

environment
friends
what the market offers

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Purchase fashion
goods based on
chatbot's
recommendations

Seeks the
help of the
chatbot in
shopping

Compare
products with
other fashion
websites

Explore the
fashion
products

Recommend
the website
to friends
and family

This is very
much
recommended
by Google as
well.

Costlier
shipping
charge

Shipping is
available
only in few
countries

They have
plenty of
collections in
various
categories.

They sell the
finest products
at a
reasonable
price.

I want to
save time in
shopping

I want to
see a
variety of
goods

I want some
fresh
collections

New
collections
are on board
all the time.

What do they HEAR?

what friends say
what boss say
what influencers say

PAIN

fears
frustrations
obstacles

Will the chatbot
recommendations
suit me?

What if the
delivery
charge is
too high?

What if the
product I
seek for is
unavailable?

What if the
product is not
delivered on
time?

What if I get
damaged
products or
missing
pieces?

What if a
product cannot
be replaced?

GAIN

"wants" / needs
measures of success
obstacles

Fulfillment
in my heart

Trendy
products
available all
time

Chatbot -
perfect guide
for fashion
shopping

Saves time by
avoiding
transportations

Various
offers

Coupons