

Preferences

Why is  
this so  
hard ?

*What do they*  
**THINK AND FEEL?**

Wasting too much time on  
searching

Excited

Over-whelmed

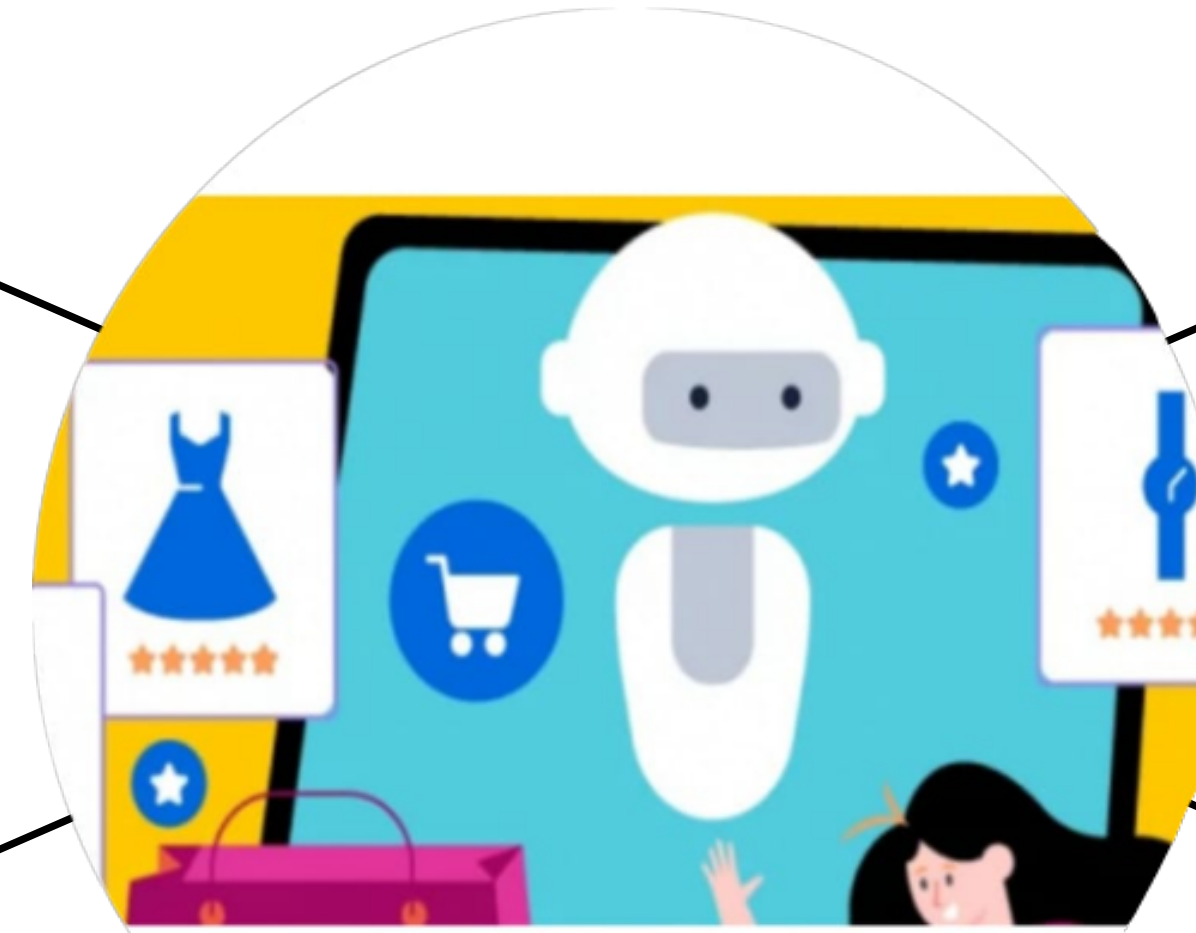
*What do they*  
**HEAR?**

To many places to  
look

Discounts  
&  
Coupon

Quality  
of the  
product

Compare  
rates



Compare  
Products

Checks  
the  
website

Unsure  
to trust

*What do they*  
**SEE?**

Rating and  
Reviews

*What do they*  
**SAY AND DO?**

Asks friends if they  
know any offer?

I was  
expecting  
something  
different

what brand  
do you  
prefer ?

what is the  
price of the  
item ?

what do  
you think ?

**PAIN**

Delivery  
Charge

Bored

Insufficient  
Interaction

More  
search

**GAIN**

Reduced  
time

**New Arrival**

Get  
notified

Gift  
Hamper