

look for  
specific  
product in  
Instagram

Check  
Discount  
Amount more  
carefully

check for discount  
coupon before  
browse

Click  
Bait  
Discount

Low  
quality  
Product

shipping  
fees  
is too high

check shipping  
time before  
buying

Wait for  
seasonal discount

Long  
Shipping  
time

Expensive,  
Overpriced  
items

Many of  
same type  
item

Feel

↑ Commit

↓ DO

↑ See

100

Restless

Angry  
(there's no  
discount)

Compare  
Payment  
Method

Search for  
Alternative  
Product

Tired

(comparing  
price

check for  
Discount  
coupons

check  
the  
shipping  
progress

Time wasted

inflated

Go to  
other app