

Empathy Map

Says: What does the customer say or express about Decadent Originals?

- "I love their unique and edgy designs."
- "Their clothes make a statement about my personality."
- "I always get compliments when I wear Decadent Originals."
- "I wish they had more sustainable options."

Does: What actions and behaviors are connected to the brand?

- Visits the website frequently to check for new collections.
- Engages with the brand on social media, liking and sharing posts.
- Shops both online and in physical stores if available.
- Recommends Decadent Originals to friends who share a similar style.

Thinks: What might be going on in the customer's mind?

- "I want to stand out from the crowd with my clothing."
- "Are their new collections in line with my style?"
- "I wonder if they have a sale going on."
- "I should check their website for the latest arrivals."

Decadent Originals

Feels: What emotions are associated with Decadent Originals?

- Excitement: Anticipation of wearing unique, bold outfits.
- Confidence: Feeling self-assured when wearing the brand's creations.
- Frustration: If they can't find their size or preferred design.
- Satisfaction: When they find the perfect piece that reflects their style.

Pain

- High prices that may not always be affordable.
- Limited availability of preferred sizes or styles.
- Concerns about the sustainability and ethical practices of the brand.
- Difficulty finding the right accessories to complement their Decadent Originals outfits.

Gain

- Unique and individualistic style.
- Confidence in their appearance.
- A sense of being part of a fashionable and exclusive community.
- The opportunity to support a brand with sustainable and ethical practices.