DECIDE **PURCHASE** MOTIVATION **FORAGING & AGGREGATING** CONTEXTUALIZING Have a general idea of I need to Have an idea of what Use reviews to help what I want by: Do a quick Establish criteria Read more reviews/ I want to purchase purchase options are out there further narrow down Ask personal Add products that have Buy it if the need is - having prior knowledge search in search evaluations of the top of comparison something for a choices (rating network if there is something to by looking at rough a high potential to buy immediate or the ask people I know engine and open and eliminate choices to see which is foreseeable need scores, bad reviews, a tough decision replace what I product descriptions to shopping cart price seems right - search online for up some top some options the right choice for me number of reviews) and pictures. background information results.

- I have trouble translating my general motivation into a specific keyword search
- I want to spend minimal time searching, but still find suitable products
- It is hard crossreferencing across different platforms
- The large amount of information makes this a lengthy and burdensome process
- I don't feel like there is a wellestablished/optimal way to track information
- Validating ratings and reviews is time-consuming and feels rather unnecessary
- It is difficult to find someone with similar context as me to get the most relevant information
- It's hard to balance different criteria for comparison in order to make a decision
- alance I want to make sure I
 sria for made the right purchase
 n order to so that I don't have to go
 through this again

02 Iterative Process



