|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Awareness | Research | Acquire | OOBE |
| Activities | * On social media and sees an ad for the product * Looking on the app store for new shopping apps | * Look through different stores/clothes * Find the best deals | * Download app * Shop for clothes * Order clothes | * Open package * Take out clothes to try on * Add new clothes to closet or prepare them for return |
| Motivations | * Want new clothes * Event coming up | * Want the best deal * Make sure I am getting my money’s worth | * Discounts/on sale * Can shop from home * Look good for an upcoming event | * Get it delivered to your doorstep * Easy returns * Quick delivery |
| Questions | * Are the clothes expensive? * Is the app easy to order from? | * Are the clothes good quality? * How much are the clothes? * Are the reviews good? | * How long is delivery? * Are the clothes I want in stock? * Can I return if the clothes do not fit? | * Do the clothes fit? * Do the clothes have a bad smell? * Are the clothes good quality? |
| Barriers | * Prefers in person shopping. * Not into fashion | * Bad reviews * Slow delivery | * Can’t find a good outfit * Desired clothes out of stock | * No more room in closet * Clothes do not fit |