1. What app u r researching?

[www.peachmode.com](http://www.peachmode.com)

2. Is the product delivered as a web app, a mobile app, and/or a desktop app?

It is a web app and it is a mobile app also.

3. What is app’s target audience?

Ladies uses this website for dressing. Mainly Teenage and Middle age ladies use this website.

4. What are the pain points and gain points does the app provide for its users?

PAIN points:

-If we return one dress they will not give money. The money is stored as credit, which we can use later.

-Exchange can be done only one time.

-It takes too much charge for shipping.

GAIN points:

-Delivery is so fast.

-Return procedure is very easy.

-We receive the product same as in the picture.

-I faced some problem receiving the product, they gave some number to me. By using that I received the product.(communication is also good)

-we may shop by using color, material also.

5. How would u summarize this app’s value proposition?

It is one stop online shopping destination for designer wear, ethnic wear & western wear in reasonable cost. Saving of time is also not a small issue in these days(due to traffic).