

Merchant

A Merchant is a person, individual, or business entity that engages in the buying and selling of goods or services.

Selling count of Delicatessen

Selling count of Frozen Selling count of milk

**Thinks** 

Value of

purchasing

Quality of

frozen food

Find the best frozen product?

Find the best

of frozen

and

Delicatessen

Compares Prices

Find the

best

channel

Feel the selling count of Milk

Selling count of detergent



Does

What behavior have we observed? What can we imagine them doing?



What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

