

RESEARCH

PURCHASE

USAGE

SHARE

Doings

Search engine
Family and Friend

Trusted website
Download app

Website
Application

Social media
Word of mouth

Thinking

Confused about
technical terms

Fast and easy

Save searching
time and cost

Cares friend
and family

Feelings

Doubtful
Burdensome

Hopeful
Tried

Trusted
Up to date

Proud
Convinced

Insight

Correctness

Free

Data privacy

Competition

- ▶ **SEARCH ENGINE**
- ▶ **ASK FRIENDS, FAMILY**

customer A