



*What do they*  
**THINK AND FEEL?**

what really counts  
major preoccupations  
worries & aspirations

Customers  
no longer  
have to

available in  
online  
catalogs.

visit many stores,  
stand in long queues,  
or try on garments in  
dressing rooms as  
millions of products  
are now

*What do they*  
**HEAR?**

what friends say  
what boss say  
what influencers say

well-groomed  
and wear clean  
clothing, free of  
holes, tears, or  
other signs of  
wear.

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*What do they*  
**SEE?**

environment  
friends  
what the market offers

Fashion production  
makes up 10% of  
humanity's carbon  
emissions, dries up  
water sources, and  
pollutes rivers and  
streams

Buy better  
quality

Buy second  
hand, swap, &  
rent clothing.

*What do they*  
**SAY AND DO?**

attitude in public  
appearance  
behavior towards others

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holes, tears, or  
other signs of  
wear.

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and wear clean  
clothing, free of  
holes, tears, or  
other signs of  
wear.

properly  
groomed and  
suitably  
attired;

**PAIN**

fears  
frustrations  
obstacles

one biggest  
issue is the  
scalability of  
algorithms

sometimes  
product is  
not quality

it is  
expensive

**GAIN**

"wants" / needs  
measures of success  
obstacles

it is easy to  
deliver in  
home

efficient machine  
learning solution that  
can help increase  
customer  
satisfaction

reduce transaction  
cost of finding and  
selecting items in  
an online shopping  
environment