

DOING

What does a typical day look like for your user?

Clicking on an online ad

Commuting to or from work

Browsing fashion online

Returning and online order

Waiting for sale season

Trying a new outfit

THINKING & FEELING

What is important to your user?
What are your user’s hopes, dreams, or fears?

Worried about the fitting

Thinks that online shopping is much easier

Likes to try an outfit before buying it

Thinks she over paid for something she bought online

Frustrated because she has to return something

Enjoying free shipping



SEEING

What is your user’s environment like?

Emails

High prices

Social media

Offers

Reviews

HEARING

What influences your user?

Where do you shop?

Compliments about her outfit

PAIN

What obstacles or challenges does your user have?

Wrong fitting

Returning an online order

Too much time by the computer

Paying for shipping

Lower quality than expected

GAIN

What does your userhope to achieve?
How might your user measure success?

Convenience

Better prices

Easy checkout

Variety