

EMPATHY MAP

THINKING +FEELING

Allison
What clothes do I need for an event?

Allison
Where is the best deal

Allison
How can I save time

Sam
What is on sale

Sam
I want this purchase to last

Sam
I like helpful employees

Jay
I like being in the store

Jay
What is in style

Chloe
What is trending

Chloe
I think that would look good on me

Chloe
Where can I find a good deal

SEEING

Allison
Stays at home more

Allison
Shops on phone

Sam
Work - owns rest.

Sam
Shops on laptop

Jay
Work - travel businessman

Jay
Shops on laptop

Chloe
Work - young professional

Chloe
Shops on laptop

GAINS

Allison
Fast and free shipping - Amazon prime

Allison
Can find good deals online

Allison
Can filter products online easily

Sam
Can browse online before going to store

Sam
Unlimited research online of products

Jay
Can check ahead for products in stores

Jay
Can look for cheaper options online

Chloe
Can look for discounts online

Chloe
Can check availability in stores

HEARING

Allison
Friends

Allison
Advertisements

Sam
Social Media

Sam
Advertisements

Jay
Social Media

Jay
Friends / word of mouth

Jay
Advertisements

Chloe
Friends

Chloe
Social Media

DOING

Allison
Shops at Amazon, Nordstrom Rack, Zedilly, Target

Allison
Shops in clearance section

Allison
Always uses filters

Sam
Shops at Amazon, local outdoor stores

Sam
Does lots of research

Jay
Shops at Uniqlo, H&M, Nike, Sears

Jay
Shops in stores when he can

Chloe
Shops at Amazon, Macys, Hot Topic, Target

Chloe
Browses and watches shops

PAINS

Allison
Too many options

Allison
No filtering option

Sam
Can't feel the product online

Sam
Preview of product is lacking

Sam
product is unavailable

Jay
product is sold out before he completes checkout

Jay
Unsure about fit, so went to store

Chloe
Website messes up when browsing

Chloe
Search feature doesn't seem to work

Chloe
poor navigation

INFORMATION

Allison
Can filter products online easily

Sam
Unlimited research online of products

Sam
Does lots of research

Jay
Can look for cheaper options online

SALES

Allison
Can find good deals online

Allison
Where is the best deal

Allison
Shops in clearance section

Sam
What is on sale

Chloe
Where can I find a good deal

CONVENIENCE

Allison
How can I save time

Sam
Can browse online before going to store

Jay
Can check ahead for products in stores

Chloe
Can check availability in stores

INSIGHTS

- Customers do online research before making a purchase
- Customers want to find good deals
- Customers don't want to waste time when shopping

NEEDS

- Customers want to be able to find product information easily
- Customers need to know they found the best deal
- Customers need to know the product is available before making a purchase