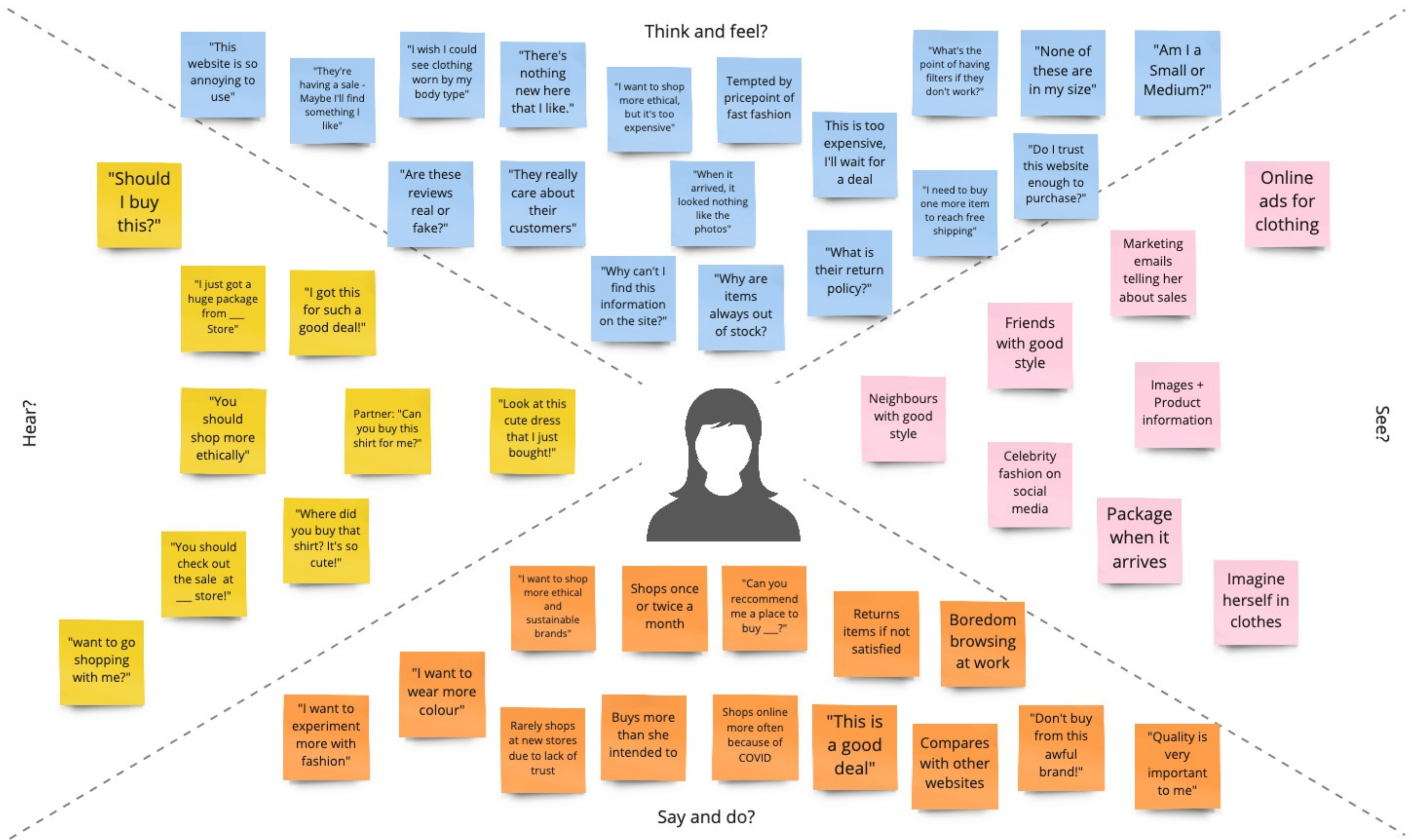


Empathy Map



Pain

- | | | | | | |
|------------------------------------|---------------------------------------|------------------------------------|-----------------------------------|--------------------------------------|---|
| Clothes that don't fit | Ineffective / Lack of Filters | Unclear return & shipping policies | Bad quality products | Nowhere to wear outfits during COVID | Stores not having the styles/brands she wants |
| Lack of ethical brand transparency | Models not looking like her body type | Stores not having her size | Ethical clothing is too expensive | Lack of/Fake reviews | Bad customer service |

Gain

- | | | | | | |
|----------------------------|--|-------------------------|---------------------------------------|-------------------------------|---------------------------|
| Trust in store | Diverse selection of brands and styles | Getting a good deal | Clear navigation | Easily Accessible information | Feel confident in clothes |
| Ethical brand transparency | Seeing clothes on her body type | Free shipping & Returns | Clothes being the quality she expects | Good Customer Service | Clothes fit her well |