

| Job Type | <div> JTBD Statement</div> | <div> Trigger / Context</div> | <div> Struggles / Pain Points</div> | <div> Emotional Needs</div> | <div> Content Behaviour</div> | <div> Opportunities</div> | <div> Quotes</div> | <div> Notes</div> |
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| | <div>Ask:</div> <ul style="list-style-type: none">Tell me about the last time you bought something in fashion for specific purpose or situation?What happened next? Can you walk me through what you did?What was most important to you when you were shopping?Where did you get your inspiration from? How did you decide on what to get? What mattered most to you in that moment?If you could summarise what you were <i>really</i> trying to get done in one sentence, how would you put it? <div> Listen for functional and emotional goals – e.g. “I just needed something quick and stylish that would arrive on time.”</div> | <div>Ask:</div> <ul style="list-style-type: none">What made you decide to shop on that day?Was there a specific event, feeling, or situation that pushed you to look?Do you remember what time of day or week it was?Were you reacting to something (e.g. invite, payday, trend)? <div> Look for timing, platform, mood, or life moments that start the journey.</div> | <div>Ask:</div> <ul style="list-style-type: none">What was frustrating or confusing during the process?Was there a point where you nearly gave up or got stuck?What do you <i>hate</i> about shopping for clothes online?Did anything stop you from buying something you liked? <div> Capture friction, blockers, anxieties – especially around fit, timing, confidence, and overload.</div> | <div>How the customer wants to feel while or after completing the job</div> <div>Ask:</div> <ul style="list-style-type: none">How did you want to feel after finding the right item?What feelings do you get when a shopping experience goes really well?What makes you feel unsure or anxious when shopping online?What kind of content or experience makes you feel more confident in your decision? <div> Listen for emotions like: confident, trendy, reassured, in control, validated, inspired.</div> | <div>Ask:</div> <ul style="list-style-type: none">When you’re looking for outfit ideas or deciding what to buy, do you ever watch videos or follow creators?What kind of fashion content do you usually find helpful or inspiring – and where do you watch it?Have you ever seen a brand or influencer do a live shopping session? What stood out – or what put you off?If you’re unsure about something, what kind of content would help you feel more confident to buy it? <div> Listen for channels, formats, and intent – e.g. TikTok try-ons, YouTube hauls, Instagram styling tips, brand lives, creator-led confidence boosters.</div> | <div>Ask:</div> <ul style="list-style-type: none">If you could wave a magic wand, what would have made that experience smoother?Was there something you wish existed to help you make your decision?Have you ever seen content (like a video or live session) that helped in a way the site didn’t?What’s one thing a brand could do to make shopping feel more fun or useful? <div> Use this to generate content ideas, feature fixes, or live shopping formats.</div> | | |
| <div> Last-Minute Event (Urgency / Occasion-Based)</div> <div> Trend-Led Shopping (Social Media Inspired)</div> <div> Emotional Browwing (Mood-Boosting)</div> | When I get invited to a last-minute event, I want to find an outfit quickly, so I can feel confident and avoid stress. | Last-minute party, wedding, or holiday trip | Delivery uncertainty, outfit decision paralysis, no time to shop in-store | Feel in control, confident, stylish | | Next-day delivery filters, live outfit suggestions, countdown to delivery cut-off | <div> “I got invited to a party on Friday and realised I had nothing to wear. I didn’t have time to go shopping, so I was just panic-scrolling trying to find something that looked decent and would arrive in time.”</div> <div> “I saw this girl wearing cargo skirts on TikTok and I just wanted that exact look. I didn’t want to waste hours finding each bit, I just wished I could click one link and buy the whole thing.”</div> <div> “Sometimes I’m just scrolling late at night after work – not really looking for anything. Just want to feel inspired or treat myself to something small without going overboard.”</div> | |
| Name: Flavia | <div>Sticky note</div> <div>When I’m getting ready for a holiday event, I usually look for inspiration on TikTok and Pinterest. I love seeing what others are wearing and getting ideas for my own outfit. I usually end up buying something from a market or a boutique.</div> <div>Flavia is a fashion-conscious shopper who primarily shops online, using platforms like ASOS and Vinted, especially when preparing for specific events or trips. Her shopping journey is often triggered by a moment of need – like packing for her holiday to Brazil – or boredom, leading her to browse casually. She doesn’t always know exactly what she wants, so she starts with mood-board inspiration from TikTok and Pinterest, valuing content that showcases how people style outfits, particularly “week in outfit” and holiday hauls. She describes her style as “a little bit alternative” while still wanting to stay up to date with trends. While she prefers sustainable shopping where possible, convenience and finding the right fit often lead her to larger retailers. Flavia’s main pain points include uncertainty around sizing and visualising how clothes will look on her, which makes returns a frustrating part of the process. She hasn’t engaged much with live shopping, but she is highly influenced by short, creative styling content that feels authentic and visually expressive. Her shopping habits are as much about inspiration and expression as they are about function – she wants to feel comfortable, confident, and aligned with the vibe of the occasion.</div> <div><div>Bought something from a market</div><div>On a lot of online platforms</div><div>Bought some stuff on ASOS for a holiday</div><div>Usually shops for an event or occasion</div><div>Sometimes scrolls for inspiration</div></div> | <div>Sticky note</div> <div>Planning for a holiday event, I usually look for inspiration on TikTok and Pinterest. I love seeing what others are wearing and getting ideas for my own outfit. I usually end up buying something from a market or a boutique.</div> <div>I looked at my wardrobe and didn’t see anything.”</div> | <div>Sticky note</div> <div>Hard to picture how things will look on her</div> <div>Song playlist – worry about returns</div> <div>Going straight to retail platforms without inspiration feels slow and overwhelming.</div> | <div>Sticky note</div> <div>When I’m looking for outfit ideas or deciding what to buy, do you ever watch videos or follow creators?</div> <div>When I’m looking for outfit ideas or deciding what to buy, do you ever watch videos or follow creators?</div> | <div>Sticky note</div> <div>When I’m looking for outfit ideas or deciding what to buy, do you ever watch videos or follow creators?</div> <div>When I’m looking for outfit ideas or deciding what to buy, do you ever watch videos or follow creators?</div> | <div>Sticky note</div> <div>When I’m looking for outfit ideas or deciding what to buy, do you ever watch videos or follow creators?</div> <div>When I’m looking for outfit ideas or deciding what to buy, do you ever watch videos or follow creators?</div> | <div>Sticky note</div> <div>When I’m looking for outfit ideas or deciding what to buy, do you ever watch videos or follow creators?</div> <div>When I’m looking for outfit ideas or deciding what to buy, do you ever watch videos or follow creators?</div> | |
| Name: Sara | <div>Sticky note</div> <div>When I’m looking for outfit ideas or deciding what to buy, do you ever watch videos or follow creators?</div> <div>When I’m looking for outfit ideas or deciding what to buy, do you ever watch videos or follow creators?</div> | <div>Sticky note</div> <div>When I’m looking for outfit ideas or deciding what to buy, do you ever watch videos or follow creators?</div> <div>When I’m looking for outfit ideas or deciding what to buy, do you ever watch videos or follow creators?</div> | <div>Sticky note</div> <div>When I’m looking for outfit ideas or deciding what to buy, do you ever watch videos or follow creators?</div> <div>When I’m looking for outfit ideas or deciding what to buy, do you ever watch videos or follow creators?</div> | <div>Sticky note</div> <div>When I’m looking for outfit ideas or deciding what to buy, do you ever watch videos or follow creators?</div> <div>When I’m looking for outfit ideas or deciding what to buy, do you ever watch videos or follow creators?</div> | <div>Sticky note</div> <div>When I’m looking for outfit ideas or deciding what to buy, do you ever watch videos or follow creators?</div> <div>When I’m looking for outfit ideas or deciding what to buy, do you ever watch videos or follow creators?</div> | <div>Sticky note</div> <div>When I’m looking for outfit ideas or deciding what to buy, do you ever watch videos or follow creators?</div> <div>When I’m looking for outfit ideas or deciding what to buy, do you ever watch videos or follow creators?</div> | <div>Sticky note</div> <div>When I’m looking for outfit ideas or deciding what to buy, do you ever watch videos or follow creators?</div> <div>When I’m looking for outfit ideas or deciding what to buy, do you ever watch videos or follow creators?</div> | <div>Sticky note</div> <div>When I’m looking for outfit ideas or deciding what to buy, do you ever watch videos or follow creators?</div> <div>When I’m looking for outfit ideas or deciding what to buy, do you ever watch videos or follow creators?</div> |
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