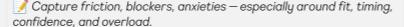
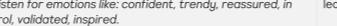


## Questions

## Hypothesis

Job Type	JTBD Statement	Trigger / Context	Struggles / Pain Points	Emotional Needs	Content Behaviour	Opportunities	Quotes	Notes
Ask:	<p>What made you decide to shop on that day?</p> <p>Was there a specific event, feeling, or situation that pushed you to look?</p> <p>Do you remember what time of day or week it was?</p> <p>Were you reacting to something (e.g. invite, payday, trend)?</p>	<p>Ask:</p> <ul style="list-style-type: none"> <li>What was frustrating or confusing during the process?</li> <li>Was there a point where you nearly gave up or got stuck?</li> <li>What do you hate about shopping for clothes online?</li> <li>Did anything stop you from buying something you liked?</li> </ul> <p></p>	<p>How the customer wants to feel while or after completing the job:</p> <ul style="list-style-type: none"> <li>How did you want to feel after finding the right item?</li> <li>What feelings do you get when a shopping experience goes really well?</li> <li>What makes you feel unsure or anxious when shopping online?</li> <li>What kind of content or experience makes you feel more confident in your decision?</li> </ul> <p></p>	<p>Ask:</p> <ul style="list-style-type: none"> <li>When you're looking for outfit ideas or deciding what to buy, do you ever watch videos or follow creators?</li> <li>What kind of fashion content do you usually find helpful or inspiring – and where do you watch it?</li> <li>Have you ever seen a brand or influencer do a live shopping session? What stood out – or what put you off?</li> <li>If you're unsure about something, what kind of content would help you feel more confident to buy it?</li> </ul> <p></p>	<p>Ask:</p> <ul style="list-style-type: none"> <li>If you could wave a magic wand, what would have made that experience smoother?</li> <li>Was there something you wish existed to help you make your decision?</li> <li>Have you ever seen content (like a video or live session) that helped in a way the site didn't?</li> <li>What's one thing a brand could do to make shopping feel more fun or useful?</li> </ul> <p></p>			
	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	<p></p>	
	When I see a trend on social media, I want to try it out, so I can feel current and express my style.	Scrolling TikTok / IG, influencer outfit inspo	Hard to find the look, unsure how to style, fear of looking silly	Want to feel trendy, included, inspired		Creator try-ons, shop-the-look lives, trend explainers	<p></p>	
	When I'm bored or stressed, I want to browse fun fashion, so I can lift my mood without overspending.	End of day, bored at home, payday	Too much choice, guilt about spending, impulsive regret	Fun, dopamine boost, guilt-free satisfaction		"Treat yourself" lives, affordable edit, low-pressure shopping vibe	<p></p>	
Name: Flavia	 <p>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 social media posts from influencers or friends, or by seeing something online that motivates her to browse casually. She doesn't always know exactly what she wants, so she starts with mood-based inspiration from TikTok and Pinterest, valuing content that showcases how people style outfit, particularly in outfit and holiday hauls. She describes her style as sustainable, shopping secondhand, conscious, and trying to offer value to larger retailers. Flavia's main points include uncertainty around styling and visualising how clothes will look on her, which makes returns a frustrating part of the process. She hasn't bought anything from ASOS yet, but is considering it for her wedding. Her shopping content is about finding 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.</p> <p>    </p>	 <p>Planning for a wedding or special event, I want to look good, confident, and like the occasion itself.</p> <p></p>	 <p>Realised the look I wanted was in someone else's outfit, so I had to recreate it and make it my own.</p> <p></p>	 <p>Hand to pic how clothes look on her.</p> <p></p> <p>Going towards to retail platforms without enough time to research and overthinking.</p>	 <p>Likes to be able to recreate looks from influencers.</p> <p></p>	 <p>Likes shopping but it's not always easy.</p> <p>                                          &lt;img alt="Shows what I like to do" data-bbox="</p>		