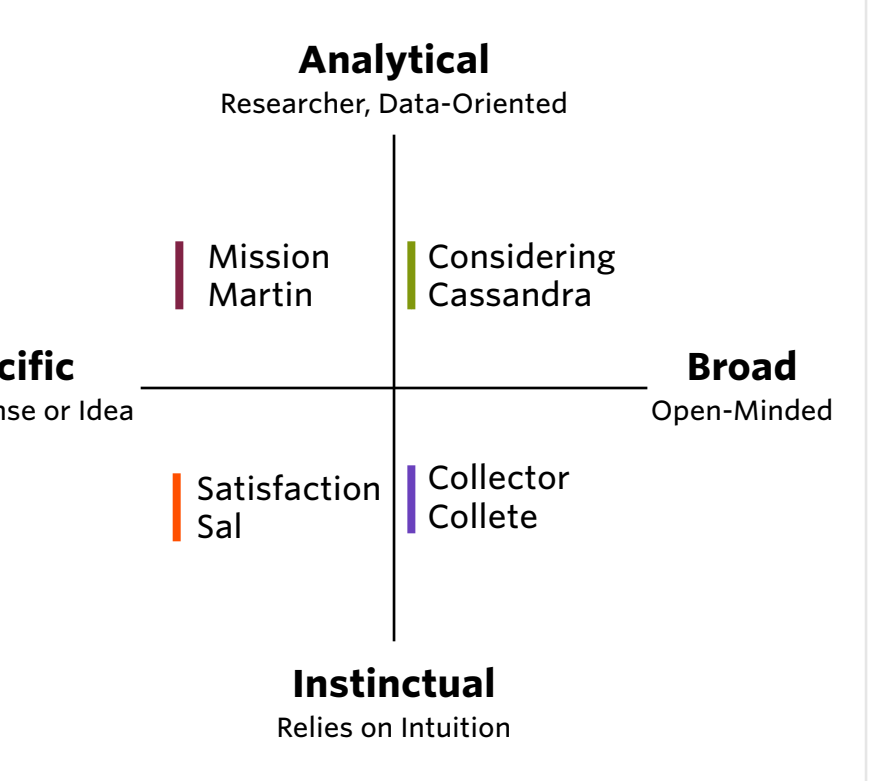


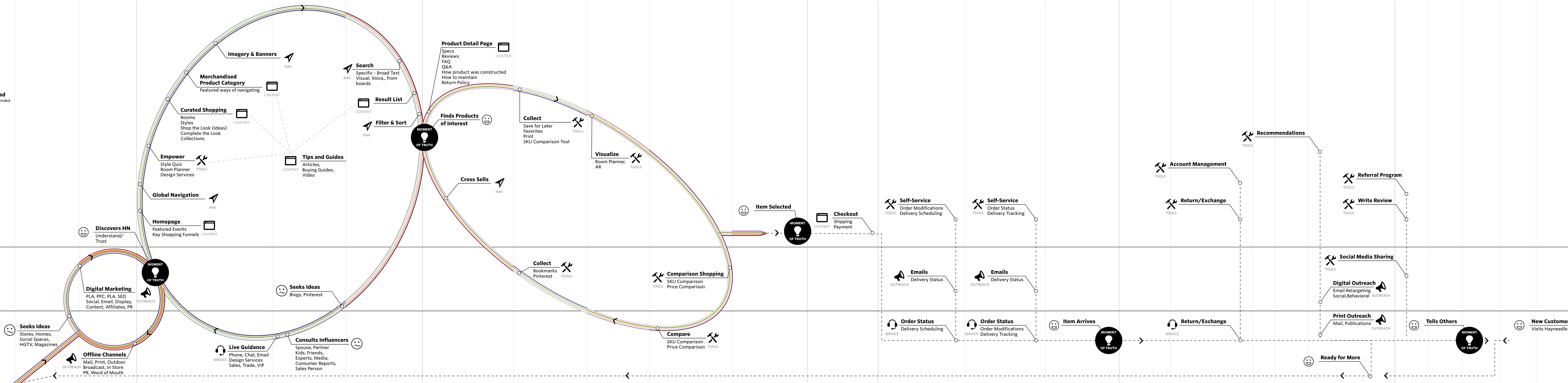
SHOPPING PERSONAS  
VISION BY DECISION



On Hayneedle.com

Online (not Hayneedle)

Offline



TRIGGER/NEED	PLANNING	AWARENESS	BROWSE	INSPIRE/GUIDE	SEARCH	CONSIDER	COLLECT	ENVISION	JUSTIFY	SELECT	BUY	SCHEDULE	TRACK	ARRIVAL	ASSEMBLY/ SETUP	RETURN/EXCHANGE	USE	MAINTAIN	UPGRADE/ADD ON	RECONNECT	RATE/REVIEW	RECOMMEND	DEMONSTRATE	DEFEND																		
	RESEARCH			FIND			EVALUATE					BUY		RECEIVE		OWN			SHARE																							
	DISCOVER											PURCHASE		POST-PURCHASE		ADVOCATE																										
<b>Items needed</b> 1 Need a __ Replace a __  Some Room Refresh, Accessorize Build/Complete Look  Many Blank/New Space, Remodel/Overhaul, Buy Look	<b>Value needed</b> Low Bargain Hunter Replace Often  Middle Set Budget Most for your \$  High Open Checkbook Built to last																																									
<b>+ POSITIVE EXPERIENCES</b>	Delightful and Intriguing Marketing		Easy and Intuitive Navigation		Finding the Perfect Pre-made look.		Aesthetically pleasing Helpful Information and Customer Care Idea Sharing		Accurate Results Helpful Suggestions		Personalized Recommendations		Discounts for Favorites Compare Products Collect Multiple Sources		Understands How Product Works in Space		Free Shipping Easy Returns		Low Price		Visual Option Selection		Payment and Financing Options		Flexible Scheduling Easy Order Modification		Frequent Updates		Early Arrival		Easy Setup, Pride Helpful Instructions		High Quality Product		Repeat Incentive		Close-the-loop Communication		Review Incentive		Referral Incentive	
<b>- NEGATIVE EXPERIENCES</b>	Excessive Emails Difficult to Unsubscribe Promo Interrupts Shopping		Unable to Find Product in Image		Irrelevant Results		Poor Customer Care		Confusing Titles Unavailable Item Missing Specs Poor/No Photos		Higher Price		Wide Delivery Range		Unexpected Fees		Unexpected Cancellation		Difficult to Track		Lost Package		Late Arrival Damaged Packaging Expected Assembly		Confusing/No Instructions Missing Parts		Shipping Challenges Wrong Item Return Fees Long Wait		Product Image Misleading Not Quality Expected for Price		Upgrade Not Available		Review is Not Posted									