

# AFFINITY DIAGRAM

## challenges



## frequency of purchase



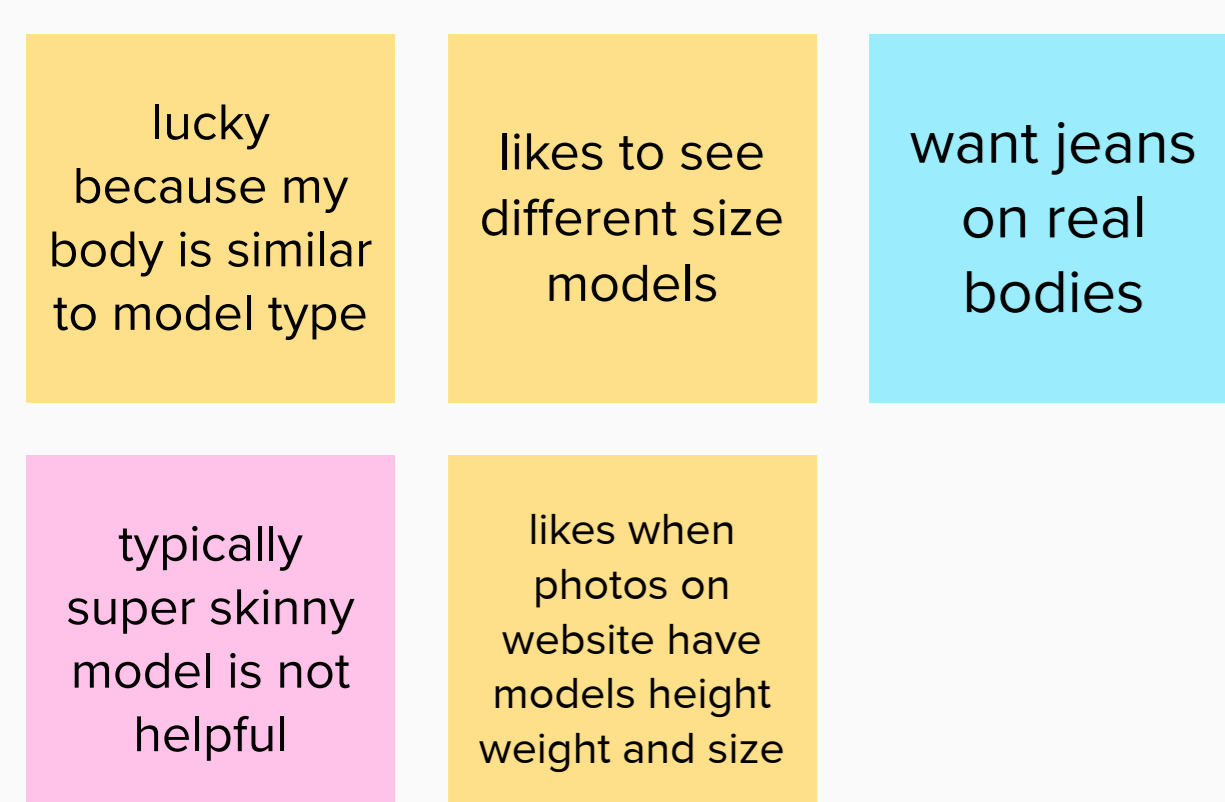
## desired styles



## valued qualities



## jean models



## Frequency of wear



## purchase location



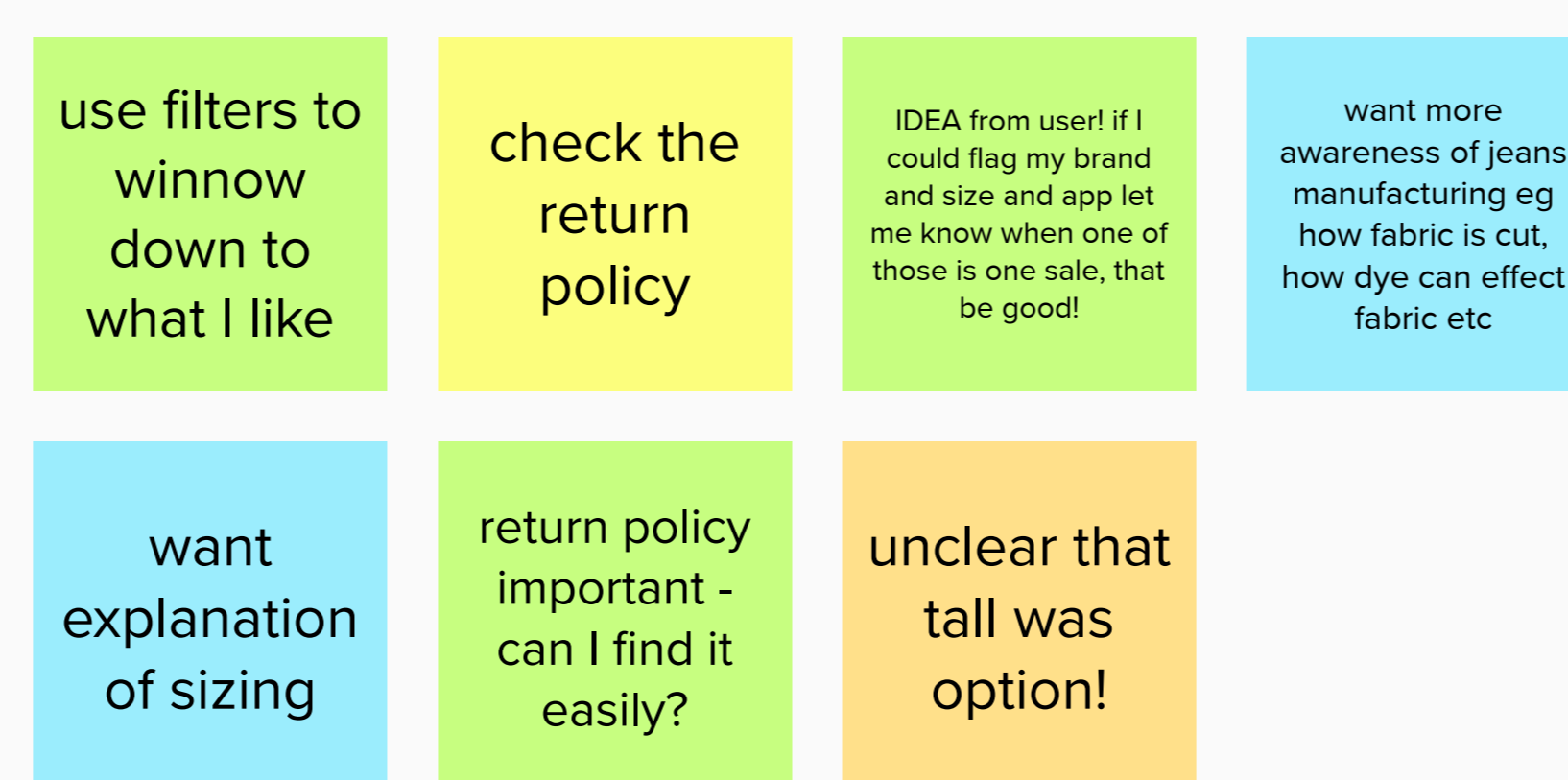
## purchase incentive - sale



## jeans measurements & fit



## website features



## purchase habits



## Brands



## emotions



## reviews

