Buying Jeans (shopping in store)

Stages	Recognize need	Search online	Visit store in person	Orient & shop	Try on jeans	Talk with salesperson	Repeat try on step	BUY THE JEANS
Steps	Find jeans in closet that don't fit	Check out online stores to see if any styles look good	Drive to store	Find jeans in multiple places of the store (petites, regular, new styles) At each section, grab current size, one below and one above that size	try to remember which ones fit better, and what different sizes might be needed text friend with picture to see if they think jeans fit okay find a pair that almost works!	ask salesperson for help finding a short of the jeans that fit they look in they look in they look in their system on brand's website to try to find the jean they find the jeans in store	verify that the jeans fit	consider buying another pair just buy the one pair of jeans
©	cautiously hopeful			excited	optimistic & relieved	hope?!	elation	contemplative
Feelings	"maybe one size up will fit?"			"there are some cute styles!"	"this fits my hips, I just need a short!"	"YES I want to try those on!"	"Hallelujah!"	"This could save me some time in the future"
	insecurity	unsure & overwhelmed	annoyed	lost & confused	overwhelmed self conscious annoyed	impatience annoyance	exhaustion	uncertaint y tiredness (with the process)
	why can't my body be more like x"	"not sure I'll be able to find one that fits & looks good on me"	"I prefer to shop online, and hate driving to the store"	"This store is like an IKEA"	"I have too many "do these actually "These almost fit, to keep track of look good on but for one part" what fits best" me?"	"How is it so hard to "I'm having a hard figure out if this size time even finding and style is in store?" the jeans online"	"I never want to do this again"	"Don't trust they "I don't really want "this was an would fit without to go to the fitting absolute pain to trying them on in room again." do" case"
Paint Points	Feeling that something is wrong with body	I never remember my sizes & styles at different brands	going to the store takes too much time & stress	physical store is hard to navigate	my sizes can be different depending on styles I can't remember which ones fit best by the end I don't have an easy way to get different sizes I need	I want to leave this store more quickly employees easily find the style find the style on the brand's site		don't want to engage with the process any longer frustration of process not acknowledged no strong incentive to review in person purchase online
		I don't trust the brand's definition of fit types. "Can a real person translate what the Marie fit is?"		I need to grab more sizes than I need	I don't have anyone to confirm I look good once I find size in a style, have to then go back and hunt for other pairs with that same size & style			no guarantee l'Il be able to find these jeans in the future
Opportunities	Brand recommendation when body changes	An app that tracks & saves styles that work	improve store experience	quickly find styles that would fit me	fitting box for cuts of pants (like Aerie has for bras) dressing rooms have markers and stickies to track what does & doesn't work dressing rooms have markers and stickies to track what does & opinion? easier way to get an unbiased opinion?	empathy from the sales person, from the store design. I want my frustrating experience to be acknowledged better consumer to search same cuts from one pair of jeans on website?		online profile that size and style purchased could auto save to follow up email post purchase here are jean recs with the same exact fit invitation to rate the jeans based on emotional appeal (help other women!)
		way to make a list of jeans you want to try on in store so they can be set aside in your sizes	get better fit experience when shopping online		can log online what I want more or different size of and someone would bring it to me? definitions of cuts and styles in the dressing room			when discontinuing styles, send an email to those who purchased those jeans offering reorder followup email with discount to online profile that you can save you measurements to and get recommended styles (the more styles saved, the better the recommendation)