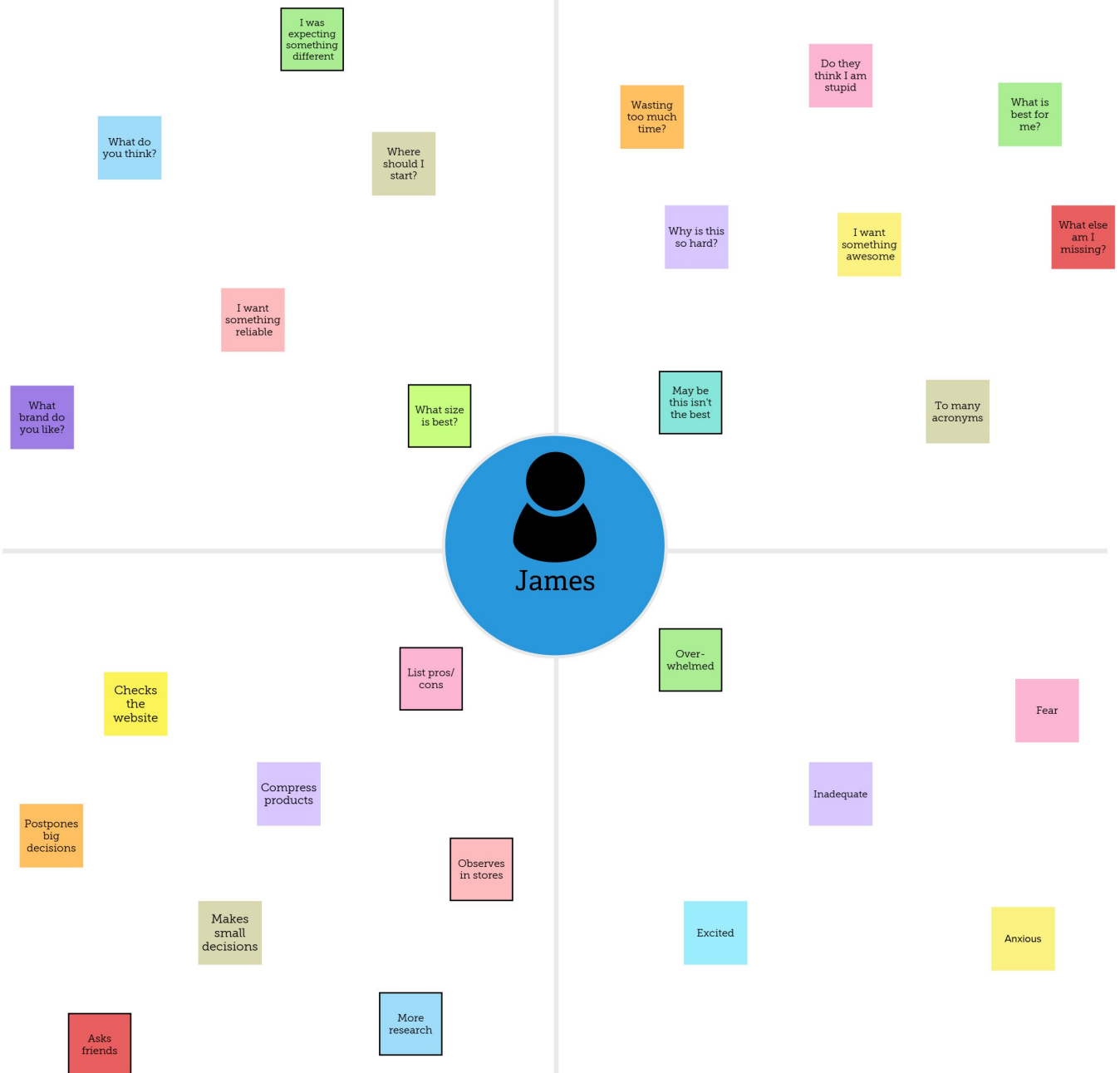




# EMPATHY MAP - Buying a TV

**Says**

**Thinks**



**Does**

**Feels**