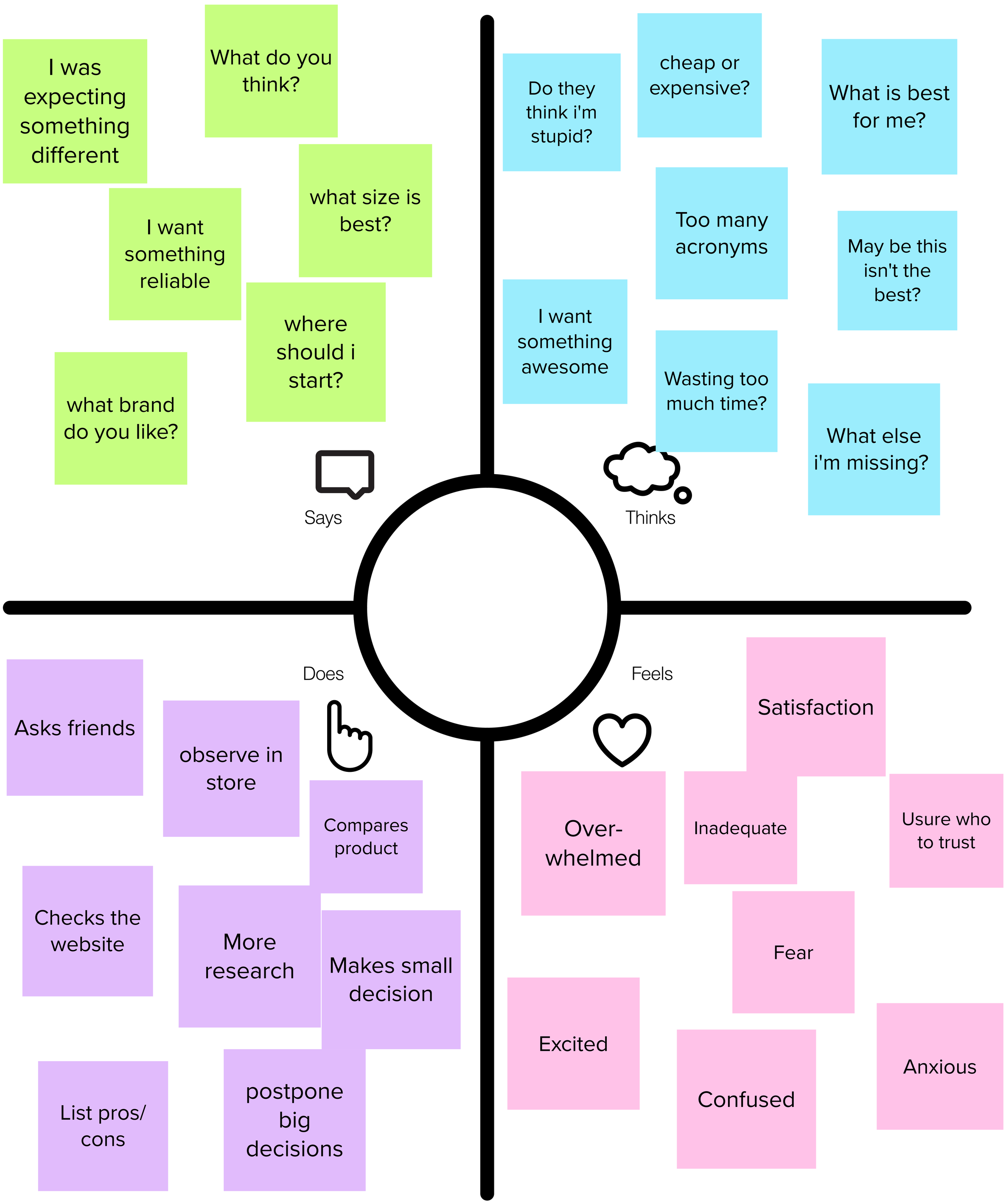
Empathy Map


I was expecting something different
What do you think?
what size is best?
I want something reliable
where should i start?
what brand do you like?
Says
Do they think i'm stupid?
cheap or expensive?
What is best for me?
Too many acronyms
May be this isn't the best?
I want something awesome
Wasting too much time?
What else i'm missing?
Thinks
Asks friends
observe in store
Compares product
Checks the website
More research
Makes small decision
List pros/ cons
postpone big decisions
Does
Satisfaction
Over-whelmed
Inadequate
Usure who to trust
Fear
Excited
Confused
Anxious
Feels