



USER

SAYS

THINKS

DOES

FEELS

I want to try out the product

How much does this cost?

This product seems confusing..

Wow! This sales process is great!

Why would I use this product?

This is too expensive

What's the refund policy?

Is there any customer support available?

How do I get started?

I wonder if there's a better alternative

Do you have any special deals?

How to I buy this?



Purchases product

Asks for free trial

Asks friends or colleagues what they think

This was a great purchase

Anxious

Overwhelmed

More research

Walks away from product

Lists pros/cons

Unsure

Excited

This was a waste of money