

EMPATHY MAP
BUYING A SHIRT

WHAT SIZE
IS BEST?

I WANT
UNIQUE
STYLE

SHOULD I
BUY MY
REGULAR
BRAND
SHIRT?

WILL THE
SAME
COLOR GET
DELIVER?

UNCERTAIN

FEAR

CURIOUS

I WANT
LONG
DURABLE
CLOTH

WHAT IS
THE BEST
BRAND?

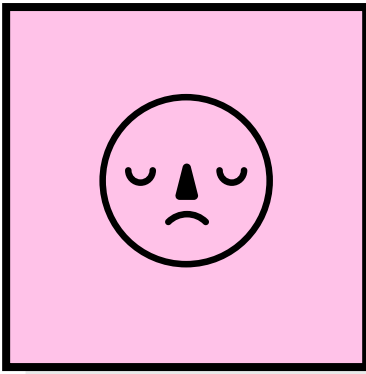
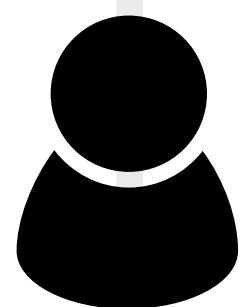
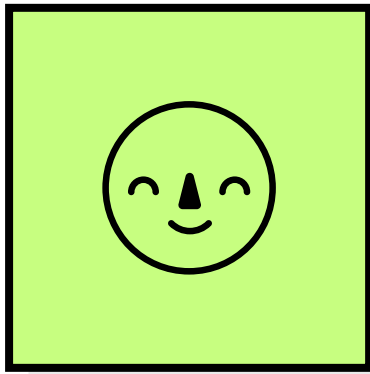
WHETHER
IT SUITS
FOR ME?

EXCITED

HESITATE

OVER-
WHELMED

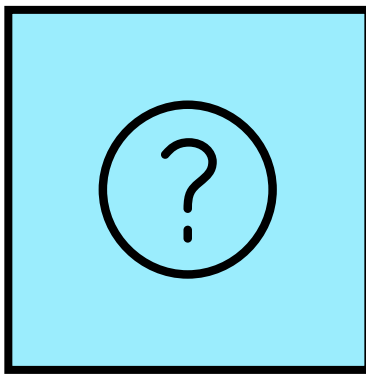
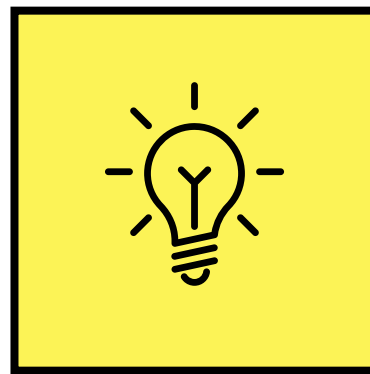
SAYS



FEELS

USER

THINKS



DOES

DOES IT
WORTH
THE BUY?

WASTING
TOO
MUCH
TIME

DO THEY
THINK
IAM
STUPID?

LISTS
PROS
AND
CONS

COMPARE
DRESSES

CHECKING
SIZE OF
SHIRT

IS IT HAVING
DURABLE
CLOTH
MATERIAL?

DOES IT
SUITS FOR
ME?

TOO
MUCH
PRICE

RESEARCH
ABOUT
BRAND

CHECKING
OTHERS
FEEDBACKS

OBSERVES
IN STORE