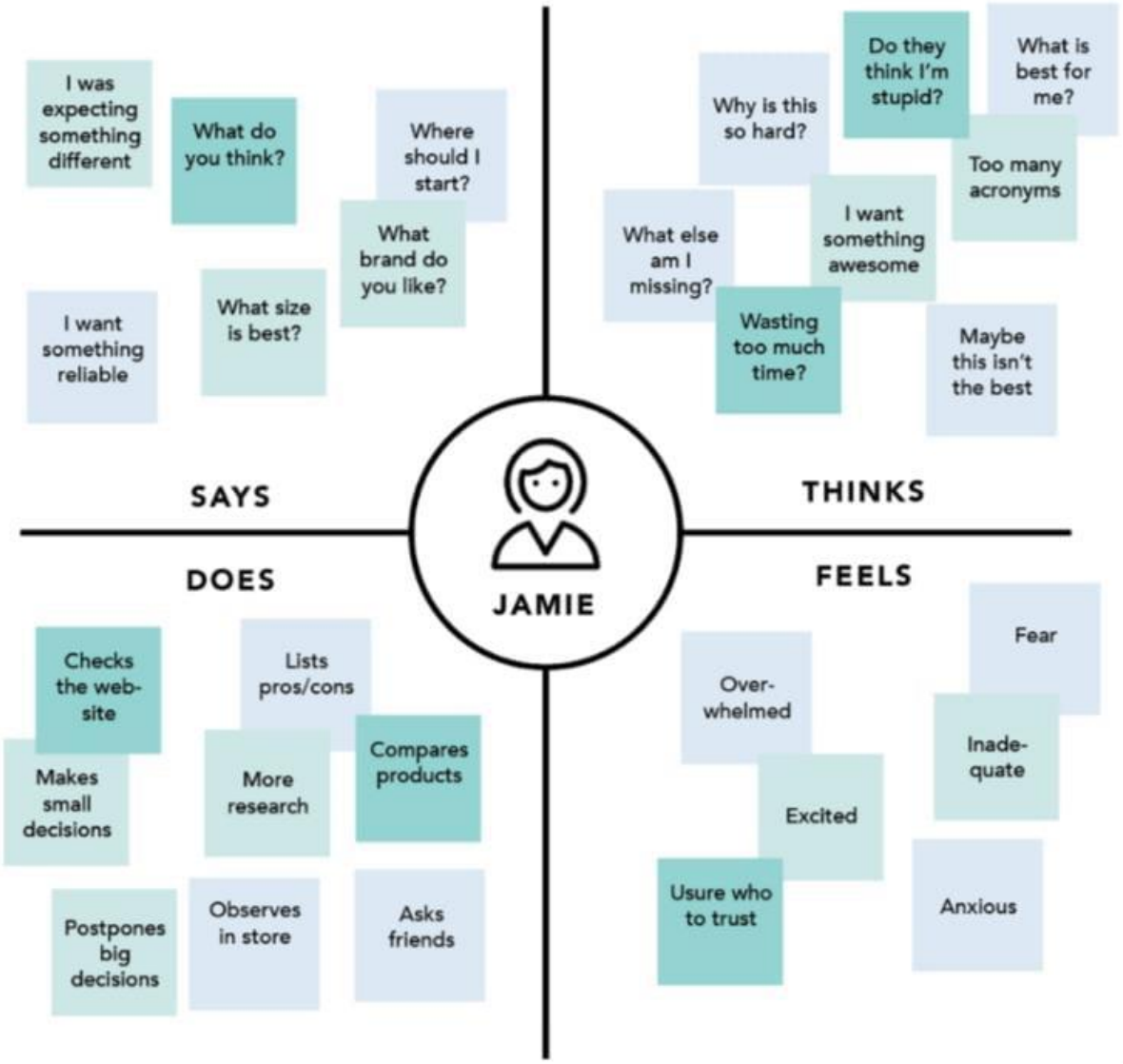
Empathy Map


SAYS
I was expecting something different
What do you think?
Where should I start?
What brand do you like?
What size is best?
I want something reliable
THINKS
Do they think I'm stupid?
What is best for me?
Why is this so hard?
Too many acronyms
What else am I missing?
I want something awesome
Wasting too much time?
Maybe this isn't the best
JAMIE
DOES
Checks the web-site
Lists pros/cons
Compares products
Makes small decisions
More research
Postpones big decisions
Observes in store
Asks friends
FEELS
Fear
Over-whelmed
Inade-quate
Excited
Usure who to trust
Anxious