

# EMPATHYMAP(buying tv)

## SAYS

1. I want something reliable
2. I was expecting something different!
3. What brand do you like
4. What size is best?

## THINKS

1. maybe this isn't the best
2. do they think I'm stupid
3. I want something awesome!
4. Wasting too much time

user

## DOES

1. Lists pros/cons
2. Compares products
3. Checks the website
4. Postpones big decisions

## FEELS

1. Excited
2. Fear
3. Unsure who to trust
4. anxious