

Empathy mapping

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Use of the product?
Why this product?
Is it reliable?
Customer services available?

Quality of the product...
Offers available..
Free trail
Will it be useful enough

SAYS

THINKS

DOES

FEELS

Checks advertisements
Checks ratings
Checks feedbacks
compares the product
List pros and cons

Feeling excited
Is it time to make this investment.
Had Confusion
I wonder if there's a better alternative.
Satisfied with the product or not?