

reviews from other users

Independence

Ask friends and family for opinion

Compare prices

Is this expensive?

make decision

Empathy Map Canvas

# Gain insight and understanding on solving customer problems.

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Build empathy and keep your focus on the user by putting yourself in their shoes.



what is the best product?

feels uncertain

not sure who to trust

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review from other users

overhead speaker announcements

opinions of influencers

watch advertisements

features- quality,price, condition

Environment

what if it is scam

who can help me if anythihg?

Trust and Safety

New experience

Independence

i want to drive just like others