



EMPATHY  
MAP-  
FINANCE

SAYS

FEELS

Technology features are important to me

I need something safe and reliable

Annoyed- can't get any answer in the site

Frustrated- my needs are being ignored

Expecting something different

Quick and efficient responses to customer requests

Trustable features

Confused while the info is not clear

THINKS

DOES

There is not enough info on the website

What is the best plan for me?

Take few days to think things over

Visit and confirm the features are true

Do I need all the extra features

I want something best

Ask friends and family for opinions

Checks the website for more info