



EMPATHY MAP - Buying a TV

Says

Thinks

James

I was expecting something different

What do you think?

Where should I start?

Wasting too much time?

Do they think I am stupid

What is best for me?

I want something reliable

Why is this so hard?

I want something awesome

What else am I missing?

What brand do you like?

What size is best?

May be this isn't the best

To many acronyms

Checks the website

List pros/cons

Overwhelmed

Fear

Compress products

Inadequate

Postpones big decisions

Observes in stores

Makes small decisions

Excited

Anxious

Asks friends

More research

Does

Feels