Empathy Map For Buying a TV

Says

What have we heard them say?
What can we magine them saying?

What do you think?

I was expecting something different

What size is best?

What brand do you like?

Thinks

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

Too many acronyms

What else am I missing?

I want something awesome

What is best for me?

Buying a Tv

Checks the website

More research

Lists pros/ cons

Asks friends

Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

Excited

Fear

Anxious

Overwhelmed

Does

What behavior have we observed?
What can we imagine them doing?