EMPATHY MAP

Product Sales Analysis

SAY & DO

- "The prices are too high."
- "I love the quality of the products."
- "The website is hard to navigate."

SEE

- Visually appealing product images
- User-friendly website design
- Product reviews and ratings

HEAR

- Recommendations from friends and family
- Customer reviews and testimonials
- Social media buzz and conversations

THINK & FEEL

- "Is this worth the price?"
- "I hope there's a discount."
- "I need this product now."

Say & do

See

Hear

Think & feel

Product Sales Analysis