

Buying a TV

Customer Banu

Why is this so hard?

What is the best for me?

I want something amazing

Too many acronyms?

Do they think I'm stupid

Thinks

I want something reliable

Says

Makes small decisions

Does

Feels

Users who to trust

Fear

Anxious

Over -whelmed

Excited

Compare products

Postpones big decision

Lists Pros/cons

Checks the web site

Where should I start?

What brand do you like?

What size is better?

What do you think?