

EMPATHY MAP

Says

"Which product lasts the longest?"	"Is it easy to operate?"
"I want something that won't disturb me"	"What if it malfunctions or stops working?"
"I want it to be efficient and, for the most part, self-reliant."	

Thinks

Is it going to spy on me?	This robot better make my life easier.	What if they're tricking me?
The government may be behind this...	I wonder what other stuff it can do...	What if it overpowers me and starts the robot apocalypse-

Does

Checks for information behind how product works.	Tries to find information about inventor and contributors	Tries to find details about product and what it does
	Reads products package labels.	

Feels

	Determined	Critical
Evaluative	Lost/Unsure	
Nervous		Self-reguarding

Ted
(Buying an automatic cleaning utensil)



- A busy individual
- Gets home late
- Most days are exhausting
- Wants to relax or have fun during his free time