I was expecting something different.
What do you think?
What size is best?
I want something reliable
What brand do you like?

What is best for me?
Do they think I'm
stupid?
Too many acronyms
I want something
awesome
Maybe this isn't the
best.

Says

DREAM HOME
REALITY

Feels

Checks the web- site
Makes small decisions
Postpones big decisions
Observes in store
What brand do you like?

Fear
Over- whelmed
Inade- quate
Excited
Usure who to trust
Anxious