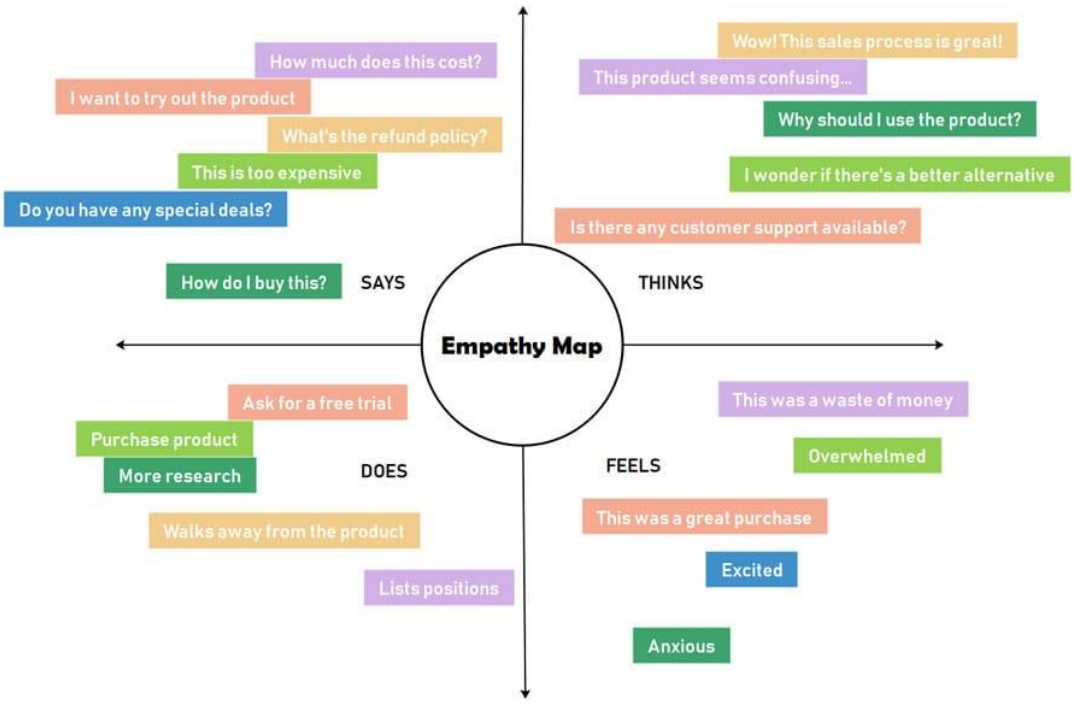
Empathy Map


How much does this cost?
I want to try out the product
What's the refund policy?
This is too expensive
Do you have any special deals?
How do I buy this?
SAYS
Wow! This sales process is great!
This product seems confusing...
Why should I use the product?
I wonder if there's a better alternative
Is there any customer support available?
THINKS
Empathy Map
Ask for a free trial
Purchase product
More research
DOES
Walks away from the product
Lists positions
This was a waste of money
Overwhelmed
FEELS
This was a great purchase
Excited
Anxious