Empathy Map

Name: Evan

Archetype: Weekend Sailor

Situation: Evan is excited after watching the latest Guardians of the Galaxy movie with some friends. He's decided to get back into comics so he's going to a comics shop on his day off.

Do
(See & Hear)

Evan drives to the strip mall where he remembers the comics shop being back in high school. He can't remember what it was called, so he's hoping they haven't closed or moved.

To his relief the shop is still in the same place, though there's a different guy behind the counter.

Evan goes to where he remembers the Marvel graphic novels being. He sold his collection in college so he's hoping they have a trade with all that stuff so he can re-read his favorite Guardians issues again.

He's partly in luck, they have volume 2 but not volume 1. Maybe the shop will order it for him. Evan goes to the counter to ask but has to wait behind a lady asking about kid comics.

The clerk, who has a cool Godzilla t-shirt on, tells Evan he can absolutely order that Guardians of the Galaxy volume 1. He asks Evan what he thought about the movies.

After they geek out about the films for a bit the clerk asks if Evan's read any of the new stuff. Evan says he hasn't, so the clerk tells him they have an omnibus of the Abnett and Lanning run, which is closer to the movie version of the characters but still has old school characters like Mantis and Quasar.

Evan follows the clerk back to the graphic novels, finds the omnibus and hands it to him. A guy in a pony tale nearby starts talking to the clerk about Green Lantern, so Evan wanders off to look over the Image books.

He finds a trade for the Wild C.A.T.S comic he used to read. The clerk is still busy with Ponytail Lantern, so Evan Googles "sci-fi action comics". But he gets lost trying to sift through all the list and Reddit results.

Think

It's still here! Woot!!

They have it! … Oh, just volume 2. I guess I could get it, but I really wanted to start at the beginning.

So great talking to someone else who loved the Guardians movies.

Dude, Wild Cats. Wonder if there's anything like it now.

These lists keep repeating the same comics. And that one isn't even science fiction!!! The hell. Are these sites just publishing the same lists?

Feel

Excited and nostalgic that the old comic shop is still there.

Happy that the shop has trades of the old Guardians comics.

Disappointed they don't have volume 1.

Curious and and excited that there's a collection of new-yet-old stuff so I can get caught back up with what my old friends have been up to.

Kind of annoyed Ponytail Lantern has the clerk's attention now.

Annoyed at imprecise and hard to sort through list articles and forums.

Pain Points

* Not knowing what's happened with my favorite characters in the last decade.
* Difficulty and frustration of sorting through internet results to try to discover comics in a genre.

Goals

* Search for comics by genre
* Get suggestions for comics that are like a particular comic