Empathy Map

Name: Jennifer

Archetype: Greenhorne

Situation: Jennifer joined a pop-culture Meetup and they went to see Wonder Woman and now she wants to read comics about kick ass women, but not necessarily super heroes. One of her new Meetup friends told her about this indie science fiction comic called Saga, which sounds like something she'd like. Jennifer isn't sure how to get comics or where to start, but her new friends told her about a local comic book shop they like.

Do
(See & Hear)

Jennifer looks the comic shop up on her phone's Yelp app, using

its directions feature to guide her there.

There are spaces right in front of the comic shop, but she parks in the main lot of the strip mall so if she changes her mind about going in she can pretend the Thai restaurant a few doors down is really where she's going.

Jennifer strolls slowly up the sidewalk, towards the comic shop, so she can see what sort of people are coming in and out.

She's hoping to see other women so she knows it's safe/okay to be there.

As she approaches the shop a balding man with a pony tail and wearing a Green Lantern t-shirt walks out of the shop with a full bag and glances in her direction.

She pauses near the shop's front window, where there's a life-size cardboard cutout of that hot guy from Game Thrones. His blank paper gaze is fixed on the parking lot and Jennifer pretends hers is fixed on him, using the cardboard character as cover to scope out the people in the shop.

There's a guy her age ringing up a boy in his school uniform. Two frat-looking guys are laughing together by a rack with magazines.

Jennifer has Pad Thai for dinner.

Think

The shop is easy get to. The stuff inside it looks cool.

I recognize that character, so there's stuff here I'll like...right?

Maybe there are Game of Thrones comics?
(how much does that cardboard figure cost? My roommate would flip out if I hide it in the shower without telling her about it.)

That guy looked at me, he totally knows I'm going to buy comics. Does he think I'm stupid for being here?

Feel

Nervous of being judged

Excited that maybe there will be people like me there.

Frightened because that guy with the pony tail thinks I'm a noob.

Excited because there are characters I recognize.

Afraid of going in to ask because all those guys will hear and think I'm stupid for not knowing as much as they do.

Pain Points

* Social interaction due to being an outsider
* Lack of knowledge of how to 'use' the shop
* Not having a comfortable environment to find comics in

Goals

* Finding comics similar to or based on favorite TV shows