Empathy Map

Name: Leah

Archetype: Tugboat Captain

Situation: Leah's son, Matias, saw an ad on a YouTube video for a Plants Versus Zombies comic. It's his favorite phone game and he's convinced his Mom to take him to a comic shop he found online to go buy the comics at.

Do
(See & Hear)

Leah puts the comic shop's address into her phone's GPS. During the drive Matias tells his Mom all about his favorite plants from the Plats vs Zombies phone game, and how he hopes the comic will be about his favorite ones.

She doesn't really know what' Matias is talking about but she does her best to act like she does as she follows Siri's instructions.

When they get there, the shop is kind of empty, but Leah and Matias aren't sure where the comic based on the phone game is - it doesn't look like a book store.

Leah goes up to the counter and asks the man there about Plants vs Zombies. He comes around and takes the two to the little corner where the kid comics are and helps them figure out which one to buy, since they can't tell where the start is.

Matias sees a comic for Adventure Time and grabs it, asks his Mom if he can get that one too because it's about Jake and he's both Leah and Matias' favorite character in that one. She says sure.

As they go the checkout her son sees a rack with Batman and asks his Mom if they can get that one too. Leah says no, they're just going to get the two they have already for now.

When he pouts she says she'll ask the man at the counter about Batman for kids for next time.

When they check out Leah asks the man about other comics her son might like.

Think

Now I know how my Mom felt when I made her take me to see the Power Rangers movie.

Yay they have the Plants vs Zombies! But it says '14' on it, so this isn't the first one?

OMG Adventure Time! Something we could read together.

Batman is for big kids, but if I tell Matias that he'll get belligerent about wanting it more. Maybe there are superhero things for Matias' age?

Feel

Confused by all the details about the game Matias is such a fan of.

Uncertain about how to find things in the store.

Excited by the idea of having something that I can enjoy with my son.

Cautious about him wanting comics that are too violent or have bad words in them because they're not really for kids.

Pain Points

* Not knowing how to find comics or tell which is the one to buy
* Uncertainty about which comics are okay for her young son to read

Goals

* Look up his favorite cartoons and phone games to see if there are comics based on them.
* Filter by her son's age so she knows which comics are safe for him to read.