Empathy Map **Name:** Olivia **Archetype:** Submariner

Situation: Olivia is meeting a friend for coffee at a place next to a comic shop, so she goes in to see if there's anything interesting.

Do
(See & Hear)

Olivia parks in front of the coffee/tea/bobba place her friend wanted to check out.

She notices the comic shop a few doors down and, since she's 15 minutes early she wanders in to see if they have anything she likes.

As Olivia strolls through the shop she finds they do have a rack just for issues of indie comics. She glances through them but doesn't see anything she's familiar with.

A comic about owl mobsters catches her eye, so she looks it up on her phone to see if there are any previews for the next issue. She finds the creator's Instagram and sees some pages for issue 2.

She likes where *Good Feathers* appears to be going, story wise so checks her favorite comic reader app on her phone to see if they have it. They don't so she decides to buy the physical issue.

Olivia notices the shop has some manga and goes over to check it out. A guy nearby turns out to be an employee shelving books. He asks if she's looking for anything particular so she asks if they have any webcomic collections. He says yeah and pulls down one and hands it to her, telling her what he knows about it.

Olivia likes what she sees so she looks for the webcomic online and reads a few of the latest comics. She doesn't like where it's going so hands it back to the clerk.

Encouraged by the store having one webcomic collection, Olivia asks for others and the clerk asks what she's reading now in order to find out what she might like among what they have.

Think

Huh, a comic shop. Wonder if they have any indie stuff. I've got time before Sarah shows up.

Okay, I like the way it looks they're planning to handle this plot point I was iffy about. Is it available in my reader? No. Guess I'll buy it.

Ug, this webcomics totally fridging a character right now. Nope, won't give these guys a shot..

It'd be easier if I could just search on my phone for this stuff instead of having to answer all these questions, even though the guy's nice.

Feel

Curious about a new comics source.

Excited to find a shop that sells indie comics, from creators I don't recognize.

Cautious about a book I haven't ready any of before.

Satisfied to see a problematic plot point is going to be handled well.

Happy to have a new interesting comic to explore.

Disgusted by sexist comics tropes.

Sort of annoyed at having to answer a bunch of questions.

Pain Points

* Having to answer a bunch of questions in order for someone to have enough information to suggest comics
* Comics with a good first impression that later suddenly marginalize me as a reader

Goals

* Pre-filter a search so it excludes books with certain traits that make me uncomfortable as a reader
* Get suggestions for indie and webcomics