Empathy Map

Name: Robin

Archetype: Cabin Boy

Situation: Robin is going to the comic shop in his new town for the first time - his parents are in the army and they just moved to a small town with a base.

Do (See & Hear)

Robin has been waiting for a not-too-hot summer day to walk down to the comic shop in the new town his family just moved to. The plus side to it being a small town is the shop is just down the road.

The heat finally breaks enough that he can walk over to the comic shop without baking. But when he gets there the shop is closed. Robin double-checks the hours on the window sign and they should be open.

He hangs out for a bit but it's too hot in the parking lot so he walks further down the road to the gas station and gets a slurpy and a hot dog.

Robin hangs out in the shade under the gas station's awning.

Halfway through the slurpy he figures the shop has to be open by now so he walks back up the road. The shop is open, but the guy makes he leave his slurpy outside.

Robin looks around, trying to get a feel for where things are in the new shop. He hadn't gotten to go to the one in his hometown much before his folks got re-assigned, but he was able to get a bunch of cool Flash issues before then.

To Robin's disappointment the only Flash they have is the current one, which he already has.

When he asks the guy at the counter when they'll get more Flash in he just tells Robin it'll be in when the new comics come in.

When Robin asks if there's something like the Flash he can read in the meantime the guy just sneers and says there's nothing like the Flash. So Robin just mutters something like, "Yeah he's cool" and retreats from the shop.

Think

Why aren't they open? It says they should be. I'm not crazy right? The sign says 9 and it's totes 9.

Man it's too hot already to stand around here.

Jolly Rancher slurpies are the best.

Finally! The place is open. Guess the owner slept in?

I already have this one! At least I'm not behind then…I guess?

Wow. This guy's a massive pile of dicks.

Feel

Excited to get to the new comic shop at last.

Uncertain about why the shop isn't open.

Happy to have an excuse to have a slurpy for breakfast.

Content the shop is open at last.

Disappointed there's no new Flash.

Uncomfortable and annoyed at rude shop guy acting like I'm a noob.

Pain Points

* Comic shop not being as accessible as it should be
* Unhelpful and rude guy comic shop staff
* Being treated like a noob

Goals

* Search for characters like my favorite one
* Find other comics my favorite character is in, aside from their main title