

EMPATHY MAP

Customer name Denzel

Author _____

Date _____

BDT

Denzel - 54 years (user)
80s music enthusiast

THINK AND FEEL Goal

He wants to buy 80s vinyls and to have more info about artists
He wants to be able to listen to samples of music collection online

He complains that there is no adequate information regarding music 80s music artists and genre.

HEAR

He is not aware of any existing highstreet stores for record sales.

His friends informed that there is no online platform of record stores.

feelings
Impatient
anxious about getting more info about 80s artists

Denzel does not see or hear info about high street music shops.

He wishes that he can see have access to an online old music records store

He wants to listen to sample of 80s music

SAY AND DO

PAIN

fears, frustrations, obstacles

Frustrated that there is no music records stores online.

Frustrated not having more information about 80s artists.

GAIN

wants, needs, measure of success

for 80s music store.

Needs an online presence
Wants info about old music record shop to physically attend.