

Empathy Map

SAY

Section 1 (Instruments):

"That's very easy, I choose my instrument."

Section 2 (Pricing Matrix):

"It offers basic, select and best, but i can not choose, it seems to me that it is pronounced, it sticks out, so for me, it's my impression that I can choose, but I can not."

Section 3.1 (Instructor):

"This time, there is only one category, but last time, there are so many choices, for me it's confusing, I have to scroll up and down, I like it simple, so for me, I just want to see a small feed, where I don't have to scroll up and down."

Section 3.2(Select Plan under Instructor):

"For me, there is a period of time I want, but I have to choose there."

Check out pop up:

"Why is there one quantity? that means I can add additional 6 month? Maybe I can remove it? I would like to see a button to remove the item."

DO

Section 1 (Instruments):

Choose Instruments. Scroll down.

Section 2 (Pricing Matrix):

Click on matrix, but no response.

Section 3.1 (Instructor):

Choose Violin where there is only one instructor, that is ok.

Section 3.2(Select Plan under Instructor):

Select drop down where there are three plans. But user is more prone to refer back to the pricing matrix when selecting an item.

Check out pop up:

Wants to be able to remove items.

THINK

Section 1 (Instruments):

"That's very easy, I choose my instrument."

Section 2 (Pricing Matrix):

"I think it should be clickable."

Section 3 (Instructor):

"For me, it's good that I can see all the artists, but I have to scroll up and down, when I'm in the end, i forget the first one."

Check out pop up:

"Quantity is confusing. Would like to see a button to remove the item, maybe you see a trash can, so I can delete it."

"What is the next step?"

"For me, "check out" means that I will be leaving the website."

FEEL

Section 1 (Instruments):

Simple.

Section 2 (Pricing Matrix):

Frustrating. Should be clickable.

Section 3.1 (Instructor):

Confusing, wants to scroll back up to see pricing matrix.

Section 3.2(Select Plan under Instructor):

"That's very easy, I choose my instrument."

Check out pop up:

"i would appreciate a small button to remove, instead of words, I like pictures. the word is irritating me."