

# EMPATHY MAP (sending money virtually)

How much do I send?

What is your cash app username?

Is this safe?

Will they receive the money right away?

I hope this doesn't post to some kind of feed.

I need to find a reliable app

SAYS

Justin

THINKS  
FEELS

DOES

Opens multiple money apps to compare

Navigates app to check pros/cons

Anxious

Indecisive

Worried

Does a test run with a small amount like \$1 to make sure it is received.

Asks others what app they trust

Frustrated