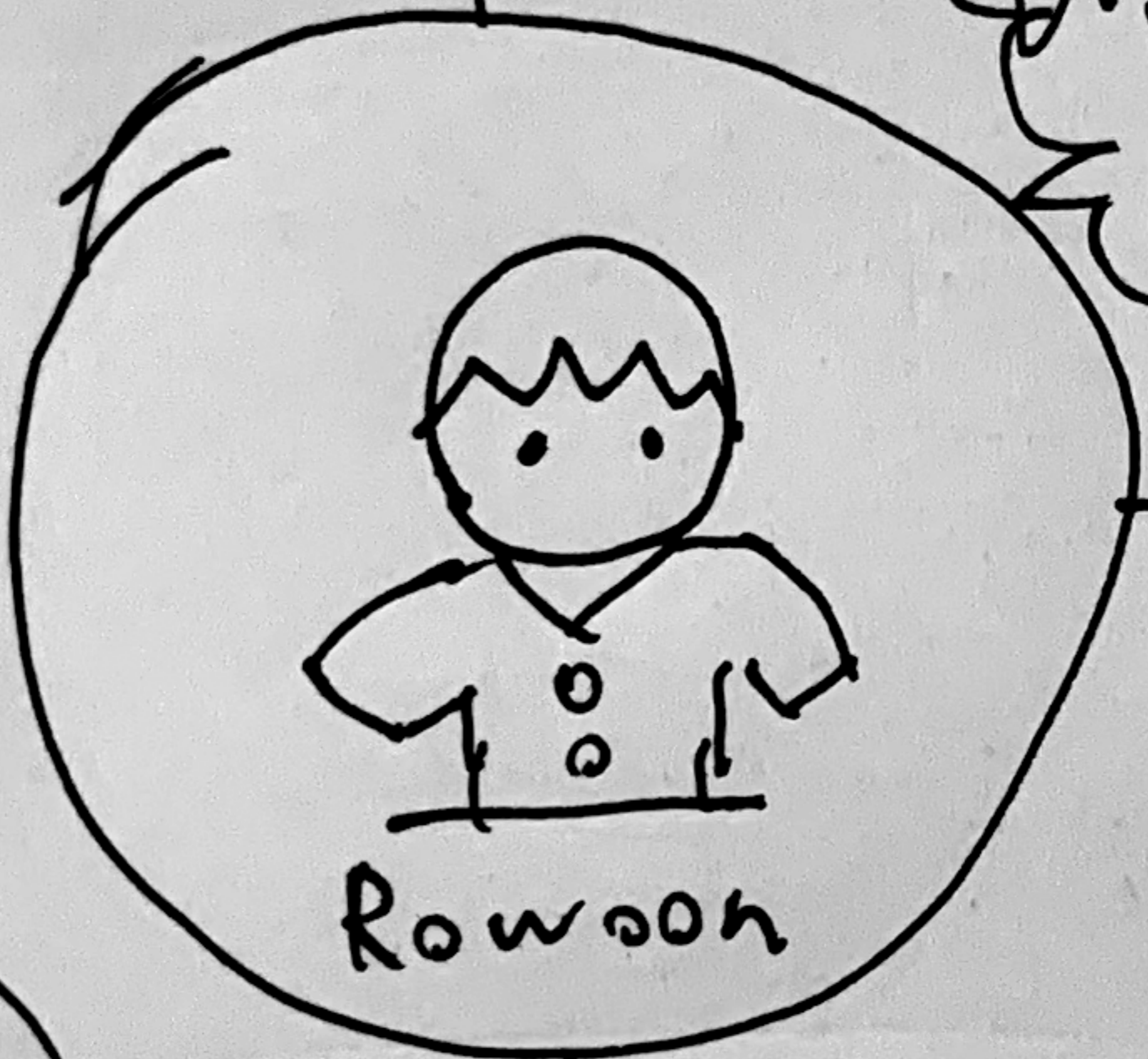


# Goal: Buying a Book



Rowoon

I want to find a new and interesting book.

Which is the best seller this month?

Which one is recently awarded?

I prefer novels.

Maybe not that long?

SAYS

DOES

Check the best seller

See this month's ~~best~~ recommendation

See the poster in the store

Read the Intro of books

Find other books from ~~the~~ writer he like

Ask friends

I don't have time to read that long story.

I have high pressure on work, so I need some interesting books.

The awarded books must be good.

Will I really read it?

Won't the prized books be too ~~to~~ seriously, ~~or to~~ like go really deep?

THINKS

FEELS

Happy

Satisfied

Confused

Enjoy

Carefully

Getting more knowledge

Ziyi Cao  
EMPATHY MAP