https://dschool.stanford.edu/wp-content/themes/dschool/method-cards/empathy-map.pdf

SAY: What are some quotes and defining words your user said?
- "It's really hard to do anything on a website when its userbase is too small."
- "I mainly look for textbooks and housing online."
- "Crowdsourcing is most effective when it has to do things that are close to our lives, because to participate one needs motivation, and motivation will largely come from people's day-to-day lives. Like transportation and food."
- "I don't like ULoop because it's ugly."
- "I always look for mutual friends if I'm buying online from another person."
- "I asked my mutual friend what he knows about the seller, to which he said 'She's a great singer. I haven't seen her in a while but she's really nice.' And 'nice' was enough for me to trust the seller."
- "I find it hard to sell things that have more personal significance on the traditional online marketplaces"
- "There are concert tickets that people may not want to buy online"
- Books, house essentials, textbooks, clothes
- "It's a hassle to go through social media to buy things."
- "Facebook is basically linear search. Things get buried really easily, which I hate"
- "Price inflation is a problem"
- "Quality control is so essential for crowdsourced products"
- "Picture focused platforms seem to be really effective. Like Instagram."
- "Facebook is a really familiar platform, so it's just more convenient."

THINK: What might your user be thinking? What does this tell you about his/her beliefs?
- *Why are these people talking to me?*
- *How do I get my purchase?*
- *Is this site/marketplace reliable?*
- *How do I keep a safe, spam-free market?*
- *What's the highest price I can set without losing my potential buyer?*
- *Why are these people charging so much for this product? Not worth it.*
- *Has this been sold already?*
- *Wow this stuff is actually really crappy.*
- *It's so hard to write reviews through my mobile app!*
- *I need to sell this off really soon!*

DO: What actions and behaviors did you notice?
- Resorting to the web first whenever they need anything (e.g. defaulting to Amazon)
- Searching for the lowest price
- Relying on their pre-existing social network
- On Facebook, transaction takes place through statuses and university "buy & sell" groups
- Urgency leads to compromise when it comes to selling items
- Trusting images more than text

- Judging the sketchiness of a website by its user interface
- Relating more to people in their age group
- Security is really important - needing to know exactly who they are meeting online
- Even when an information isn't on Facebook, people still post a link to it on Facebook to advertise it, using it as a "homebase"

FEEL: What emotions might your subject be feeling? Note that thoughts/beliefs and feelings/emotions cannot be observed directly. They must be inferred by paying careful attention to various clues. Pay attention to body language, tone, and choice of words.
- Annoyance due to difficulty in searching for items on Facebook (annoyed tone, "annoying", "frustrating", "difficult", "hassle")
- Distrust in certain items in non-mainstream online marketplace ("crappy", "unreasonable", "not safe for customers", "no reviews")
- Frustration when user makes a mistake in ordering items ("accidentally", "want geolocate functionality")
- Appreciation for niche markets when talking about Etsy ("unique", "different", smiling)
- Worry about being taken advantage of or information being stolen
- More trust in people in their age group when talking about ULoop ("both buyers and sellers are students!", excited tone)
- Indifference toward getting the best deal or getting unique items
- Excitement in realizing that there is high demand for a product one listed
- Delight that comes with getting an item that the user really wanted, especially when there is a premium on it
- Confused because there are so many options