



"I'm unsure how to approach making the decision."	"I want a TV to watch YouTube on." "...has all the features that I want"	"I can fit up to a 60" TV on the shelf...so tentatively going to go for a 50"	"My apartment is an alcove studio about 35" long so it is good for me to have a shelf for a TV that can swivel"	"Figured that this (Labor Day) would be a great weekend to get the lowest prices on TVs"	"Look at those red savings!" "The savings are great on these... \$220 off!"
"Been wanting to get a flat screen so that I can watch YouTube on my television"	"Just to make sure I was getting the best deal I wanted to check out what PCRichard.com"	"If I buy a TV, it will most likely be from Best-Buy.com since deals look a little better."	"Prices were only 17% to 30% off, so I feel that I came up with much better prices on Best-Buy.com"	"I have no idea what warranty is like. Maybe I should care but oh well...that stuff confuses me"	"...performs well in all different lighting situations which is important to me because of my home set-up."
"I will be asking the person installing it a lot of questions since all these years I have had a tube TV!"	"I love its sleek and simple looks as well!"	"I also love Best Buy because they offered "open box" product at a 10% discount"	"I'll probably look first to see if Best Buy charges to install TVs for people. Hopefully it won't be too expensive"	(Tube TV) "...it has a great picture... what can I say"	

Says

Am I missing out on a better deal?	I am not sure where else to put this TV if it does not fit here.	I think the 50" LG TVs will be within my budget of \$350.	I assume that I will order on Bestbuy.com.	I'm really excited about all the new features a new TV will have	Can't wait to stream!
The bigger the discount the bigger appeal it has on me.	I wonder if I will have great customer support experience if I order from PCRichard.com again?	Will I regret missing out on great service and free delivery by going with the better deal?	What is the warranty, and should I care about it?	Perfect, "performs well in all different lighting" It should work at different angles in my studio.	I wonder what I have been missing out on?
	Will the delivery guy be able to answer all of my questions about new TV capabilities?	Will I miss the great picture quality of my tube TV?	I wonder what else I can do with this new TV?	Who is going to help me install this TV? How much will it cost me?	I wonder how many new thing I can do with this TV?

Thinks

Does

Checks the measurements of the existing shelf	Established a budget of \$350. Chose the LG TV.	Looking at the Labor day sales on bestbuy.com to find the best deals.	Deciding between LG 40" and Samsung 48"	Confirming he is getting the best deals on bestbuy.com	
Looking on PCRichard.com to compare the sale pricing	Decides to buy from bestbuy.com.	Dismisses warranty.	Decides on a LG 50" TV that is \$150 over his budget amount.	Spends above his budget for a better deal.	Selects the open box version for a 10% discount.
Begins to think about who will install the TV for him.					

Feels

	Excited: New TV	Lack of confidence: Install	Unsure: about if it will fit on the existing self he has.	Confident: the TV he chose will stay within his budget.	Excited: about finally updating his TV.
Excited: to get a good deal.	Excited: about the idea of being able to watch YouTube on his TV.	Confident: about the sale price deals he found on bestbuy.com.	Out of sync: with new TV tech because of his many years using a tube TV.	Confused: doesn't understand the warranty.	Unsure: if he should care about warranty.
Very excited: about watching YouTube on his future TV.	Excited: about the additional open box discount of 10%.	Hopeful: that the install fee won't be too expensive.			

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"I wish I could test it in my home to see if I like it."

"I've been delaying buying a TV."

"Its (TV) been broken for a couple months now"

"The options overwhelmed me I gave up"

"There were so many options and I felt very overwhelmed"

"I was suspicious (of the sales guy opinion) so went on Online to learn more about the Roku TV"

"I was impressed by a lot of different brands, but they all seemed over my price range."

"(Sales guy) he said very negative things and made me second guess my original impression"

"It was a good deal, I didn't want to give up on it"

"The reviews sealed the deal for me-they are all positive and easy to pull up kids movies"

(After talking about Amazon Return policy) "I've bought stuff from Best Buy and its not great"

"I wish it told you how it came package..."

"I hate getting stuff then having to wait to use it or have to go get more cords."

(Talking about delivery) "my apartment is a walk-up and my husband is unable to lift heavy thin"

(Talking about warranty) "I don't know if it is worth it. Doesn't tell me too much info- so I guess I'll just pass."

Should I trust this salesperson?

The task of buying a new TV is daunting

There are sooo many options at Target and Walmart how am I going to pick?

Maybe going to a new store (Best Buy) will help me find the right TV?

I wonder why this sales guy is so against it? How my first impression was so off?

Maybe this sales guy is just Bias against Roku in general?

Maybe this sales guy doesn't have the same TV needs as me?

The price is so good I hope the sales guy was wrong.

These reviews reflect what I thought the Roku TV was like. That sales guy was wrong.

The Roku seems to be working great for people with young kids

I'm relating to the people writing these reviews more than I did with the sales guy.

I would rather not deal with Best Buy returns again. UG!

I'm not sure if the warranty will help me in the way I want. I don't see a point in spending more money for no value.

Will it come completely ready for me to set up? Or will I have to go back to the store?

I hate going back to the store again for a missing parts! It just adds another task to my already busy to do list!

So excited for this task to be done!

Really looking forward to having a quick source of entertainment for my kids!

Says

Thinks

Does

Feels

Has delayed buying a TV for a couple of months because the options were too overwhelming.

Guessing at what size may fit in her current space using existing TV as reference.

Went to Target and Walmart with no luck, so went to Best Buy.

Compared prices of TVs and asked for sales associate's opinion about a Roku TV.

Went Online to find more opinions about the Roku TV.

Decided she would rather purchase the TV on Amazon for the return policy over buying it at Best Buy.

Reads reviews about the Roku TV on Amazon to see if the sales guy was right or not.

Decided to buy the Roku TV via Amazon because of their better price and 30-day return policy.

Made an account with Roku before buying the TV

Decides on a LG 50" TV that is \$150 over his budget amount.

Completing the Amazon purchase and checking to see when she should expect it by

Decided to pass on the warranty after not reading enough compelling info to make it worth it to her.

Looking for what parts will come with the Roku TV

Over-Whelmed: Lots of options

Overwhelmed: with this task on top of caring for family and all of the tasks that she needs to complete.

Pressure: to complete the task of buying the TV.

Unsure: about the measurements of what will fit in her existing space.

Impressed & overwhelmed: by the brands

Uneasy: about the high prices

Not confident: second guessing herself

Suspicious: of the sales guy,

Confident: in her own Online research findings

Confident: in her Online purchase plans

Confident: about the Roku TV and her 30-day return "back up plan".

Confident: in the Online reviews she found over the opinion of the sales guy at Best Buy.

Unsure: about the TV setup process.

Worried: it might not come with all the item she needs to set it up right away.

Unsure: about where to take old TV.

Unsure: if warranty would be worth it because of the lack of info she had on it.

Excited: to receive the new TV.