

Research

Compare

Buy

Doing



Checks the measurements of the existing shelf.

light research to determine what size will fit

Established a budget of \$350.

Doing



Looking at the Labor day sales on bestbuy.com to find the best deals.

Chose the LG TV.

Deciding between LG 40" and Samsung 48"



Comparing sale prices on PCRichard.com

Doing



Decides to buy from bestbuy.com.

Spends above his budget for a better deal

Reading about lighting performance

Selects the open box version for a 10% discount.

Dismisses warranty.

Begins to think about who will install the TV for him.

Thinking

I am not sure where else to put this TV if it does not fit here.

I think I can for sure find a good deal on a TV that's less than \$350.

I assume that I will order on Bestbuy.com.

I assume Best Buy will have the best deals

Can't wait to have a modern TV

Thinking

Look at all these new features I've been missing out on for all these years!

Can't wait to stream!

The bigger the discount the bigger appeal it has on me.

Am I missing out on a better deal?

I will have great customer support experience if I order from PCRichard.com again?

Thinking

Will I regret missing out on great service and free delivery by going with the better deal?

I wonder how many new things I can do with this TV?

Will I miss the great picture quality of my tube TV?

What is the warranty, and should I care about it?

Will the delivery guy be able to answer all of my questions about new TV capabilities?

Who is going to help me install this TV? How much will it cost me?

Feeling

Unsure: about how to start the process

Unsure: about if it will fit on the existing shelf he has.

Confident: the TV he chose will stay within his budget.

Excited: about finally updating his TV.

Feeling

Excited: to get a good deal.

Excited: about the idea of being able to watch YouTube on his TV.

Unsure: if he has found the best deal

Feeling

Confident: about the sale price deals he found on bestbuy.com.

Very excited: about watching YouTube on it.

Excited: about the additional open box discount of 10%.

Confused: by warranty.

Unsure: if he should care about warranty.

Hopeful: that the install fee won't be too expensive.

Out of sync: with new TV tech because of his many years using a tube TV.

Lack of confidence: install

Research

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Delayed buying a TV for a couple of months



Using old TV with speakers on side to guess what size may fit in her cabinet

Went to Target and Walmart

Doing

Went to Best Buy

(At Best Buy) Asked for sales associate's opinion about a Roku TV.

Went Online to find more opinions about the Roku TV.

Made an account with Roku before buying the TV

Doing

Decided to purchase the Roku TV on Amazon

Reading warranty details

Completing the Amazon purchase

Checking to see when she should expect it by

Thinking

The task of buying a new TV is daunting.

There are so many options how am I going to pick?

Thinking

Maybe going to a new store will help me find the right TV?

Should I trust this salesperson?

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

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

That sales guy was wrong!

Thinking

If the sales guy was right I can return it

Returning things to Best Buy is such a hassle I don't want to deal with it.

I'm not sure if the warranty will help me in the way I want. I don't see the value in it.

I really hope it comes on time (on Friday)!

So excited for this task to be done!

Can't wait for a quick source of entertainment for my kids!

What parts will be missing when it arrives?

I hate going back to the store again for a missing parts!

Feeling

Overwhelmed: with this task on top of caring for family and all 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.

Over-Whelmed: Lots of options

Feeling

Impressed: by all of the brand options

Uneasy: about the high prices

Not confident: second guessing herself

Suspicious: of the sales guy.

Confident: in her own Online research findings

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

Feeling

Confident: in her purchase plan with Amazon.

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

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

Very excited: to receive the new TV.

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.