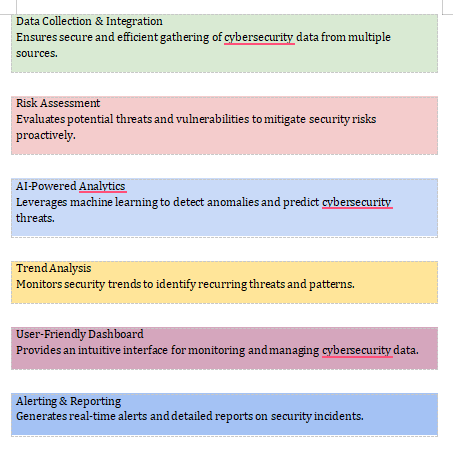
Step 1: Various Ideas



Step 2: Selecting some features and grouping them :



Step 3: Priority Chart



Step 4: Empathy Map :

