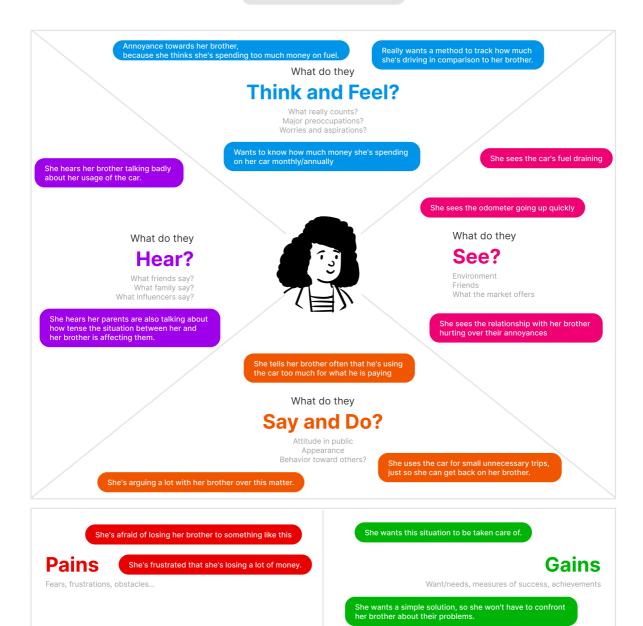
## **Empathy Maps:**

## Kara





He's afraid of losing his sister to something like this

**Pains** 

He's frustrated that he's losing a lot of money.

Fears, frustrations, obstacles...

He wants this situation to be taken care of

**Gains** 

Want/needs, measures of success, achievements

He wants a simple solution, so he won't have to confront his sister about their problems.