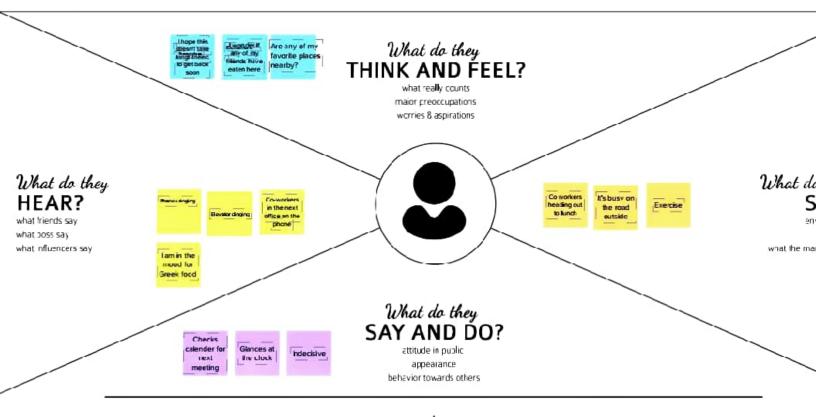
## Empathy Map Canvas

Fain insight and understanding on solving customer problems.



Build empathy and keep your focus on the user by putting yourself in their shoes.



## PAIN

fears frustrations obstades



h a mah

Getting ready getting bike

## GAIN

"wants" / needs measures of success obstacles



No more stomach grumblirch Needs to get out of the office