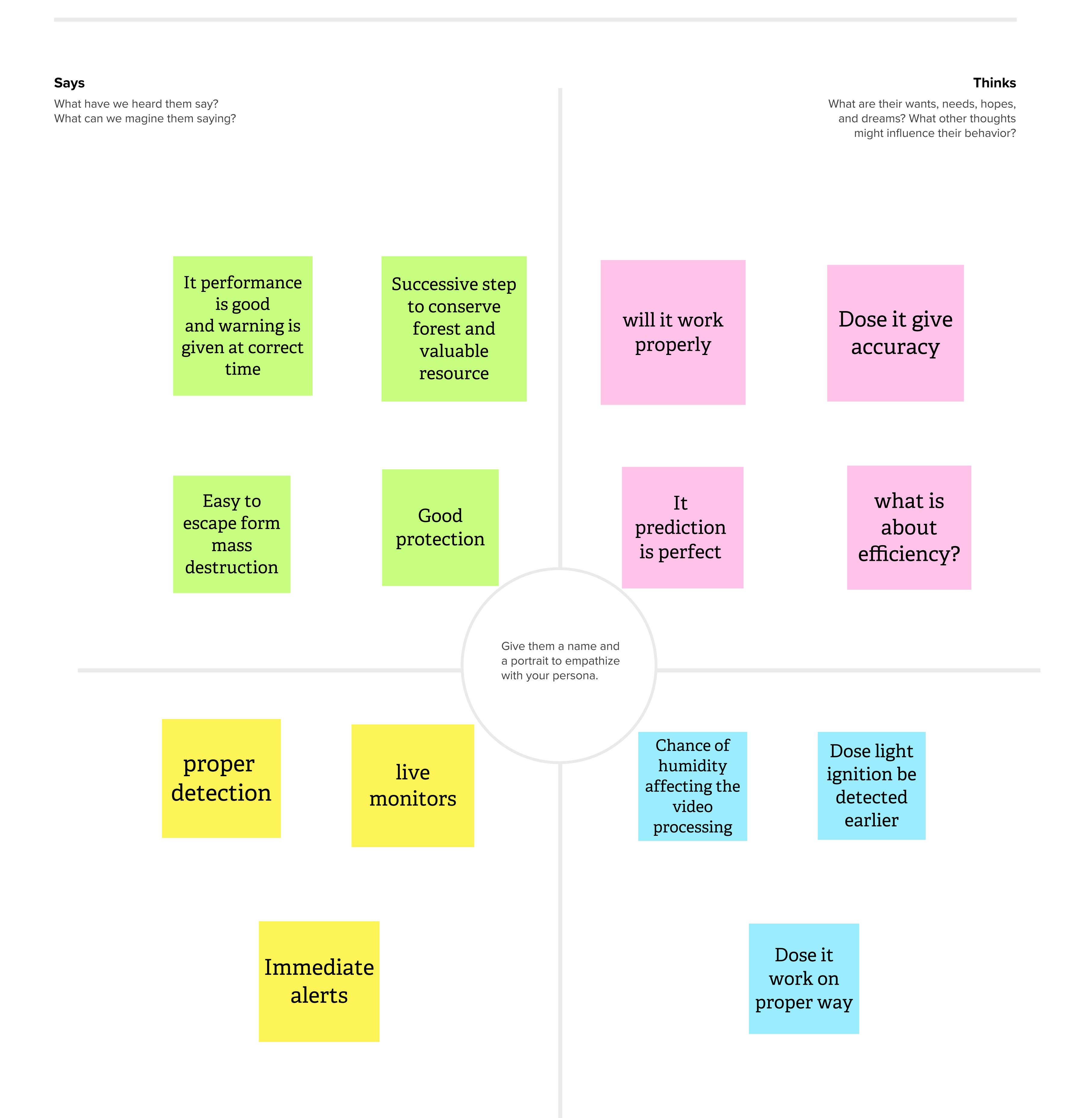


Build empathy

The information you add here should be representative of the observations and research you've done about your users.



Does

What behavior have we observed? What can we imagine them doing?

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?