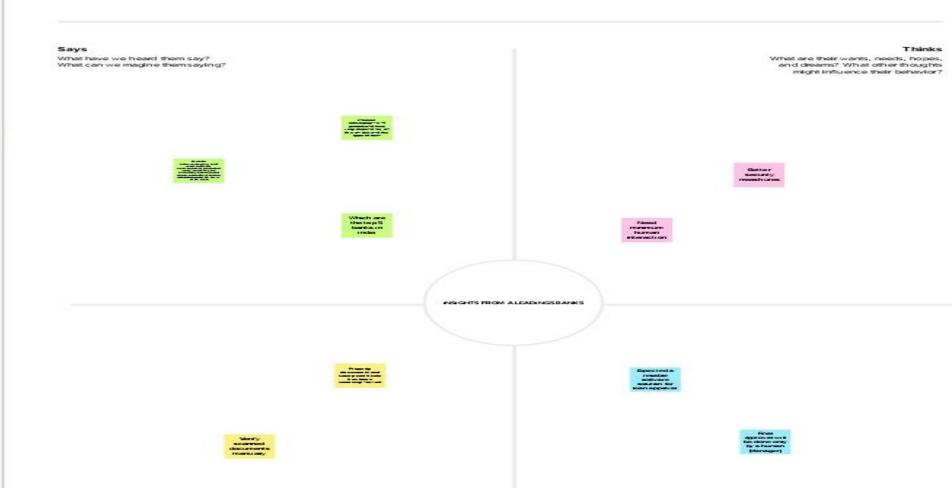


## **Build empathy**

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? Feels

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