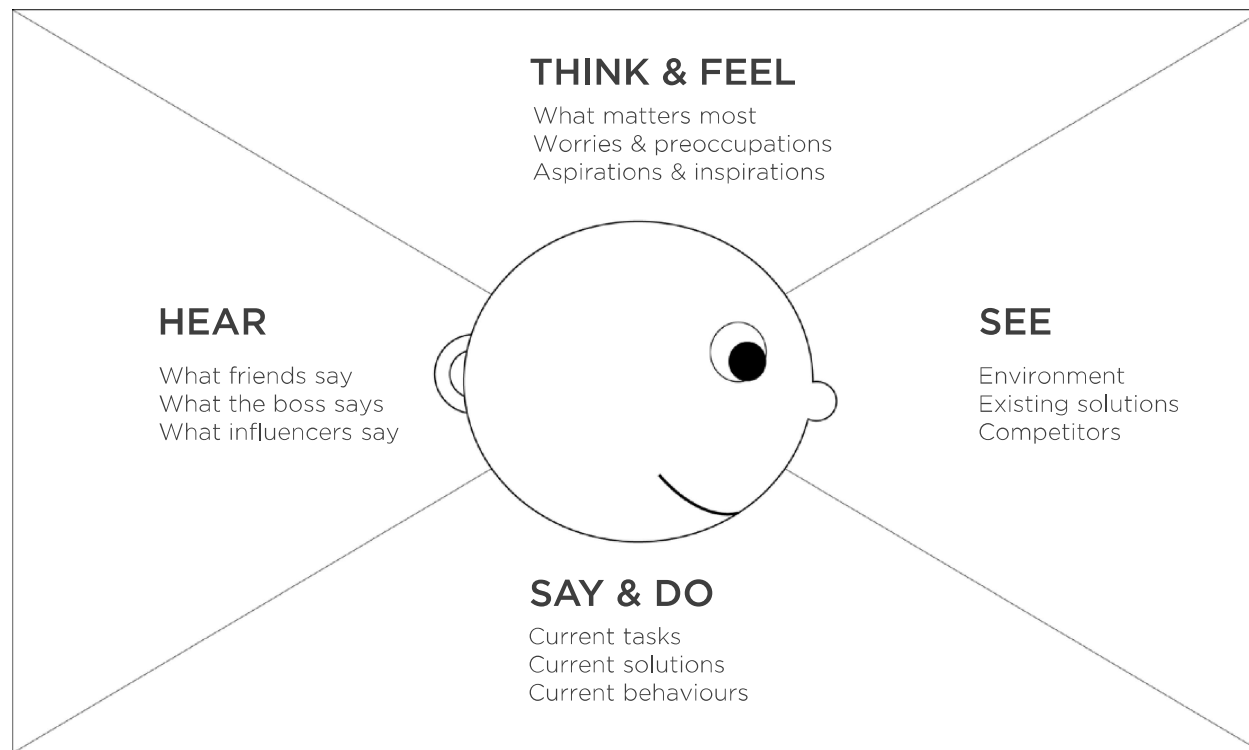


# Empathy Map



**PAIN:** Fears, frustrations, obstacles

Write down lists more than once/ You can't lose the notes

**GAINS:** Wants, needs, success measures

Easy access/Notes on multiple devices

