

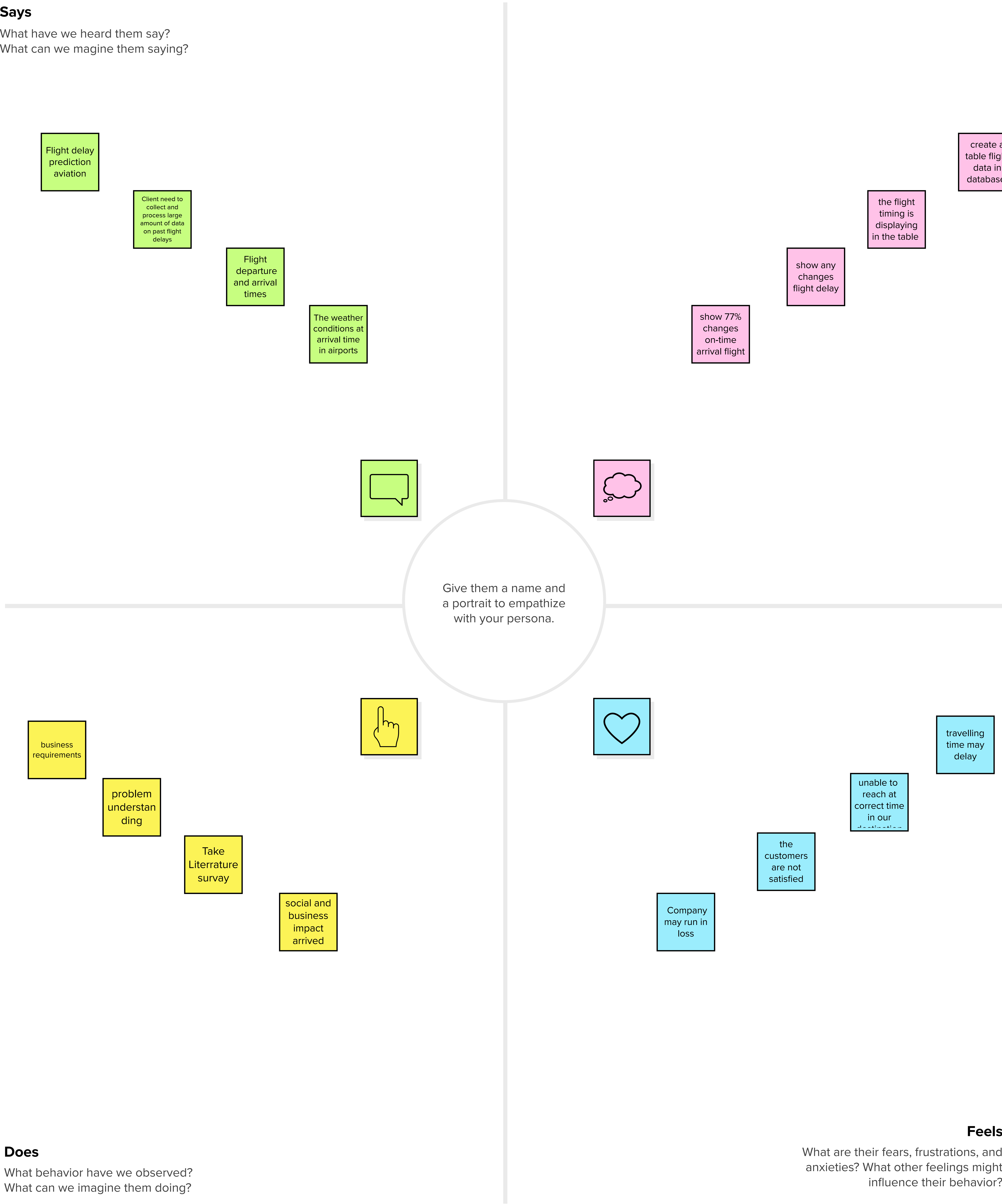


Build empathy

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

Says

What have we heard them say?
What can we magine them saying?



Does

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

Feels

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