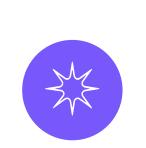
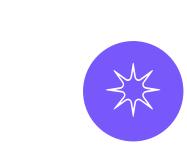
**Template** 



## **Build empathy**

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

Thinks
What are their wants,
needs, hopes, and
dreams? What other
thoughts might
influence their
behavior? Says What have we heard them say? What can we magine them saying? Give them a name and a portrait to empathize with your persona. Feels What are their fears, **Does**What behavior have we frustrations, and anxieties? What other observed? feelings might influence What can we imagine their behavior? them doing?



## **Build empathy**

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

