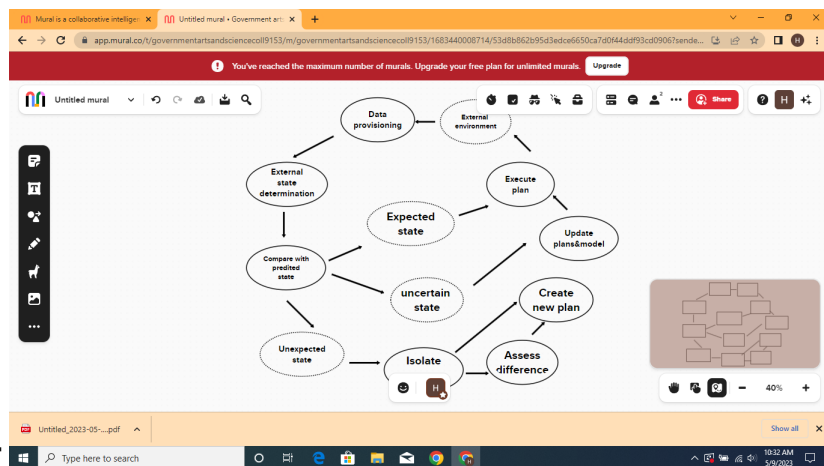


Empathy map:



Brainstroming map: