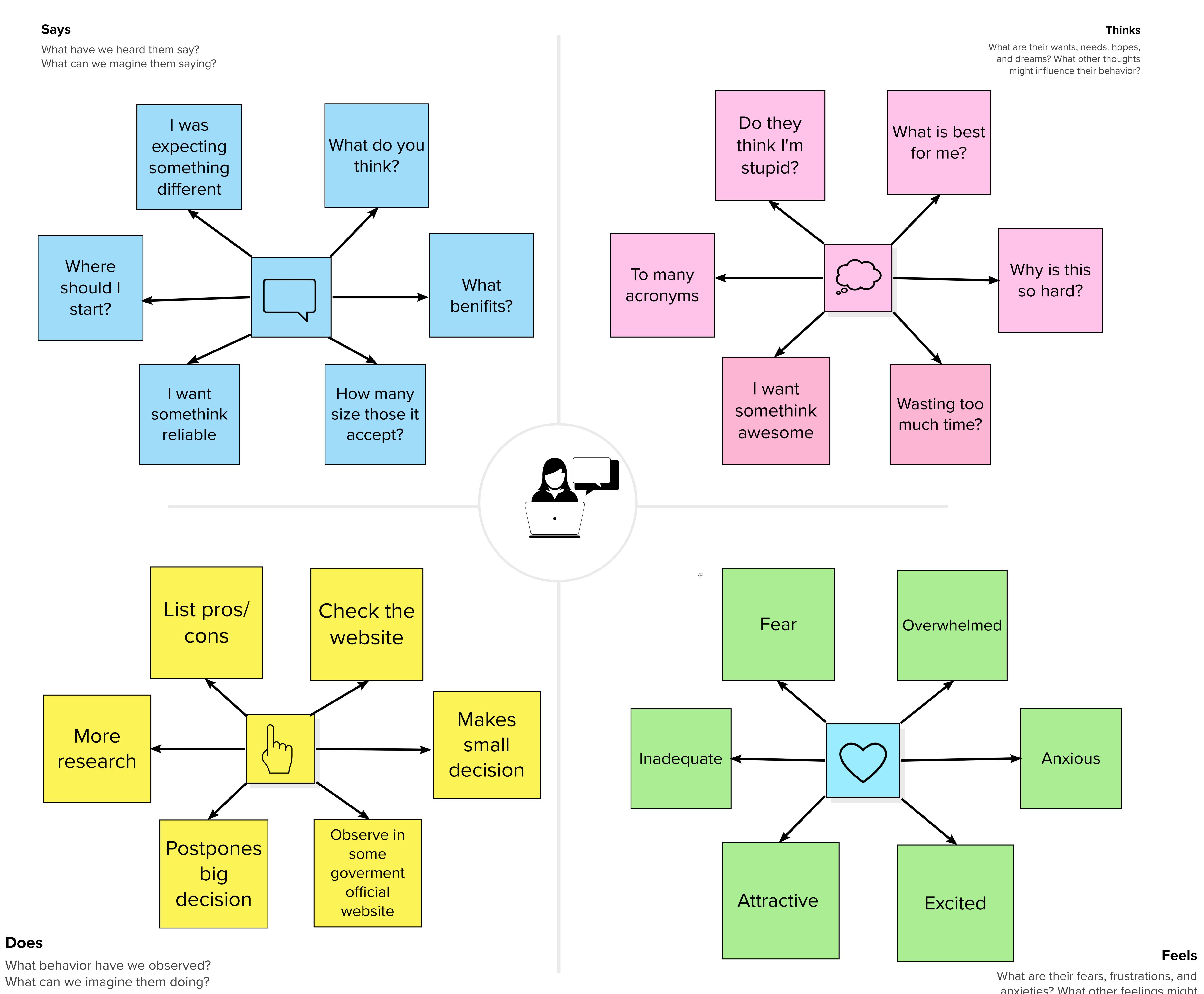


Build empathy

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



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

