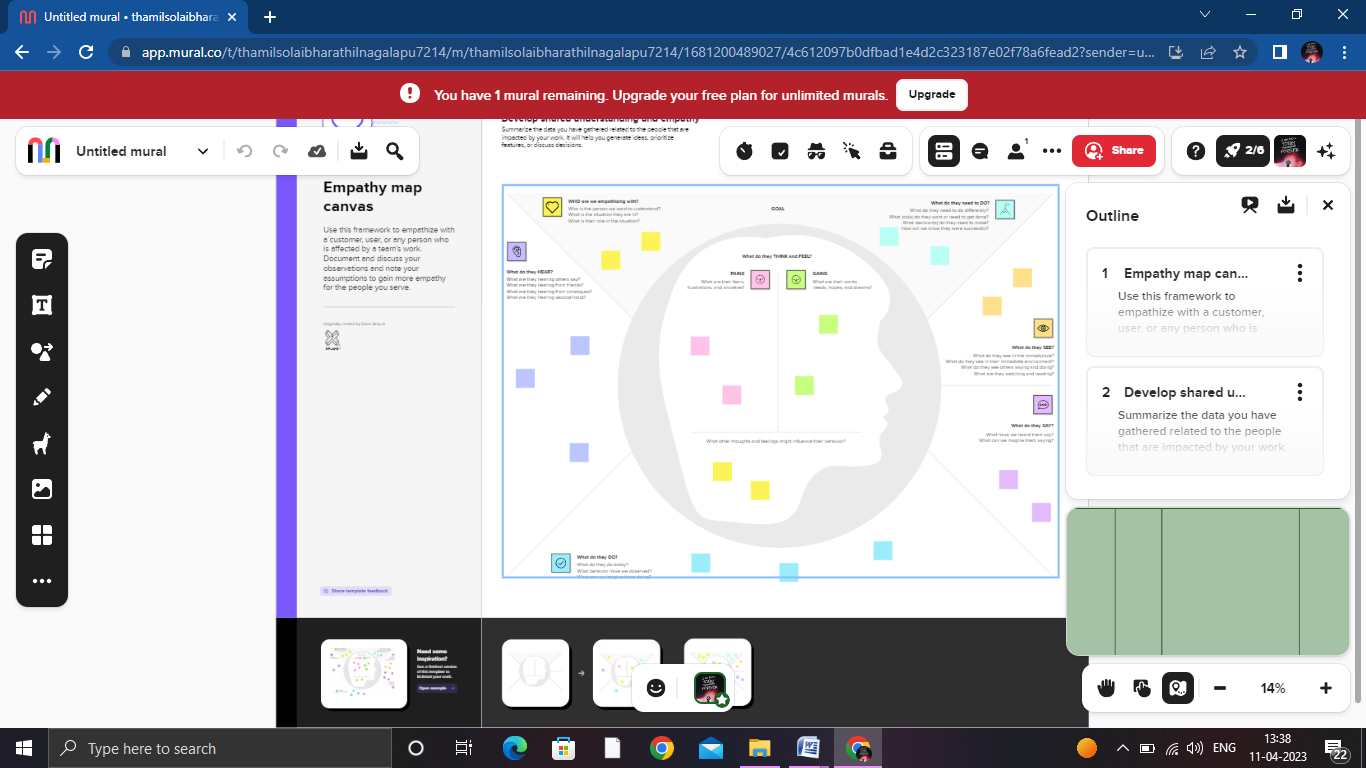
Empathy Map:



Brainstorm Idea :

