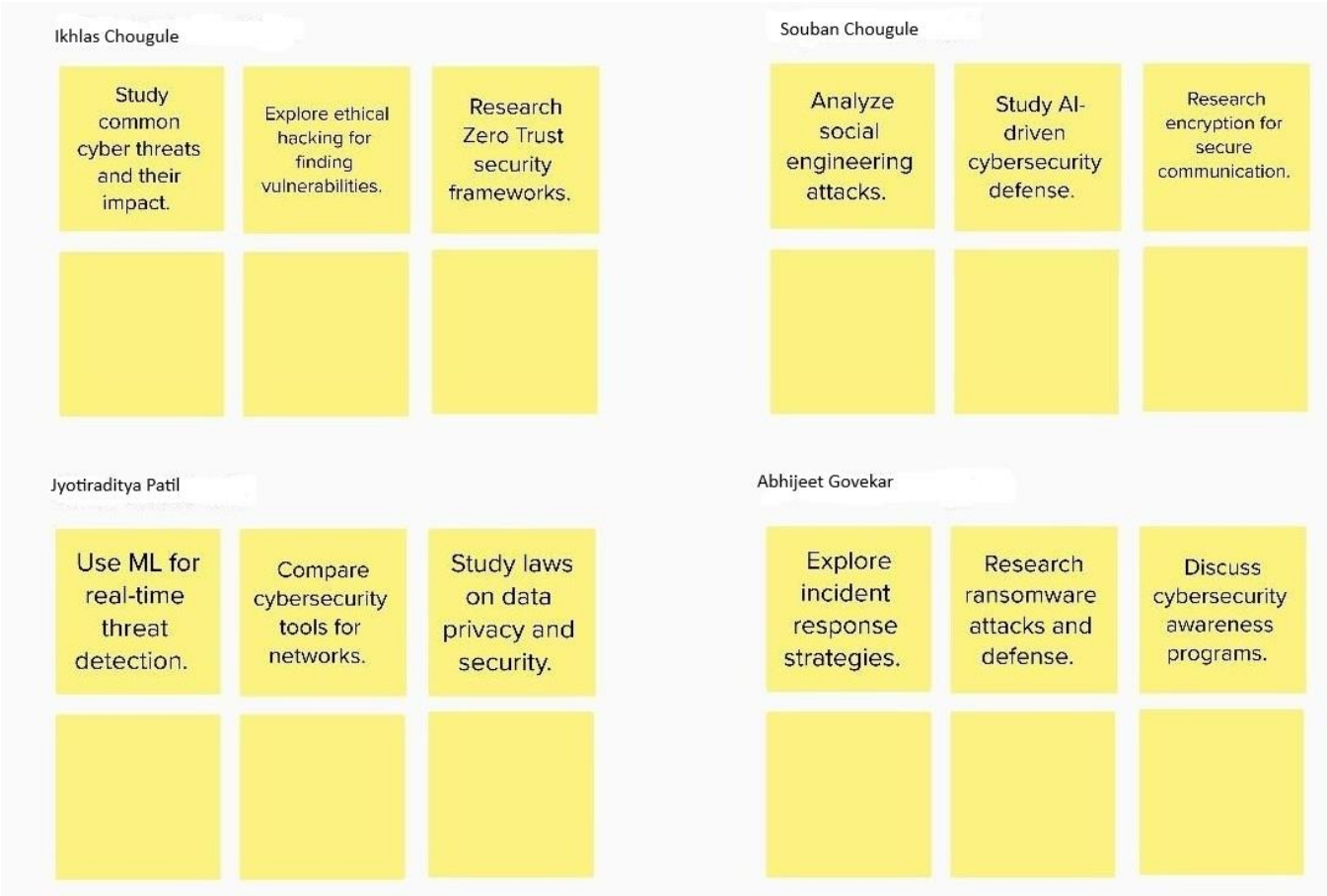
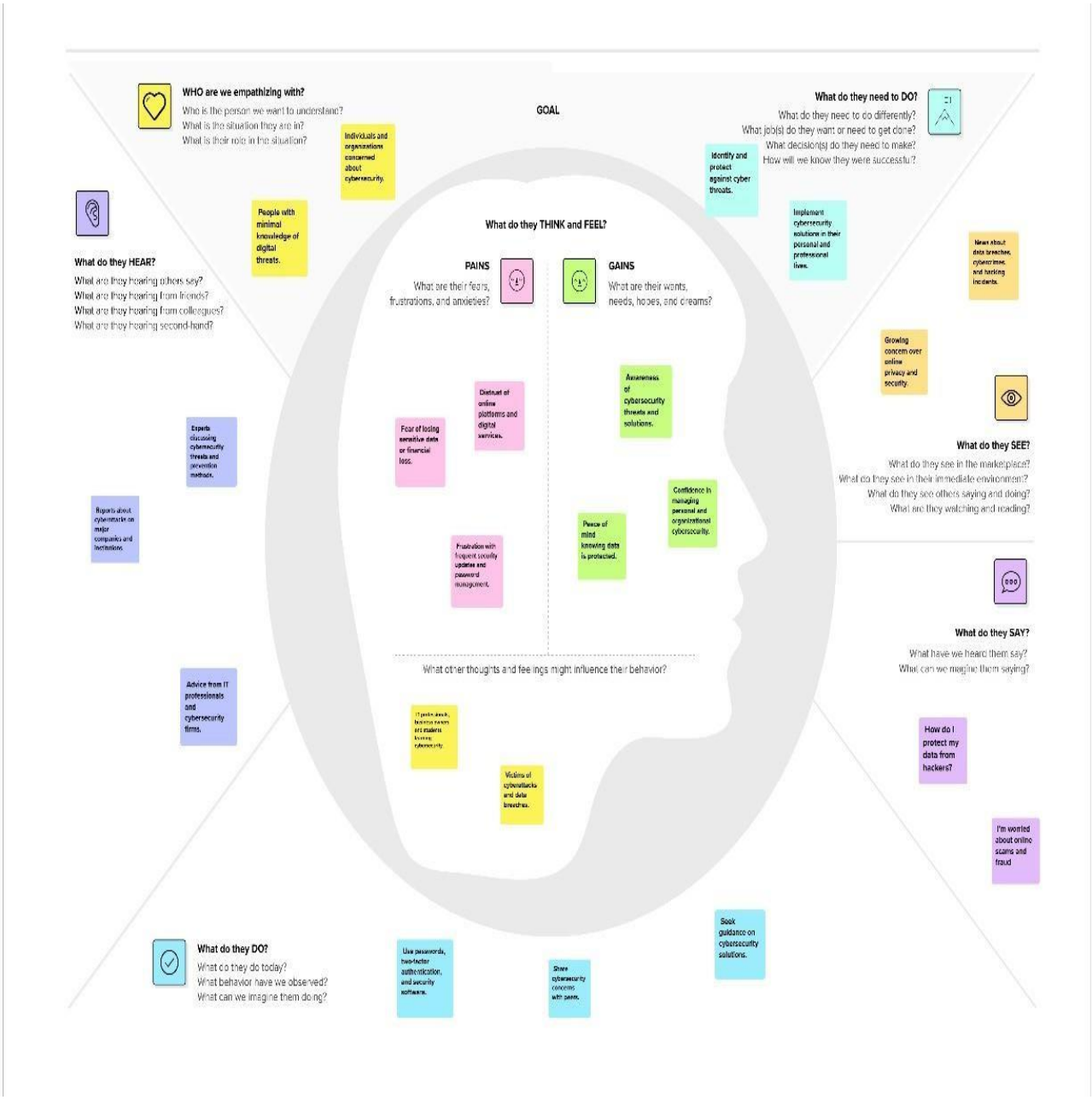
Empathy Map-

Step 1: Various Ideas



Step 2: Selecting some features and grouping them :

Step 4: Empathy Map :