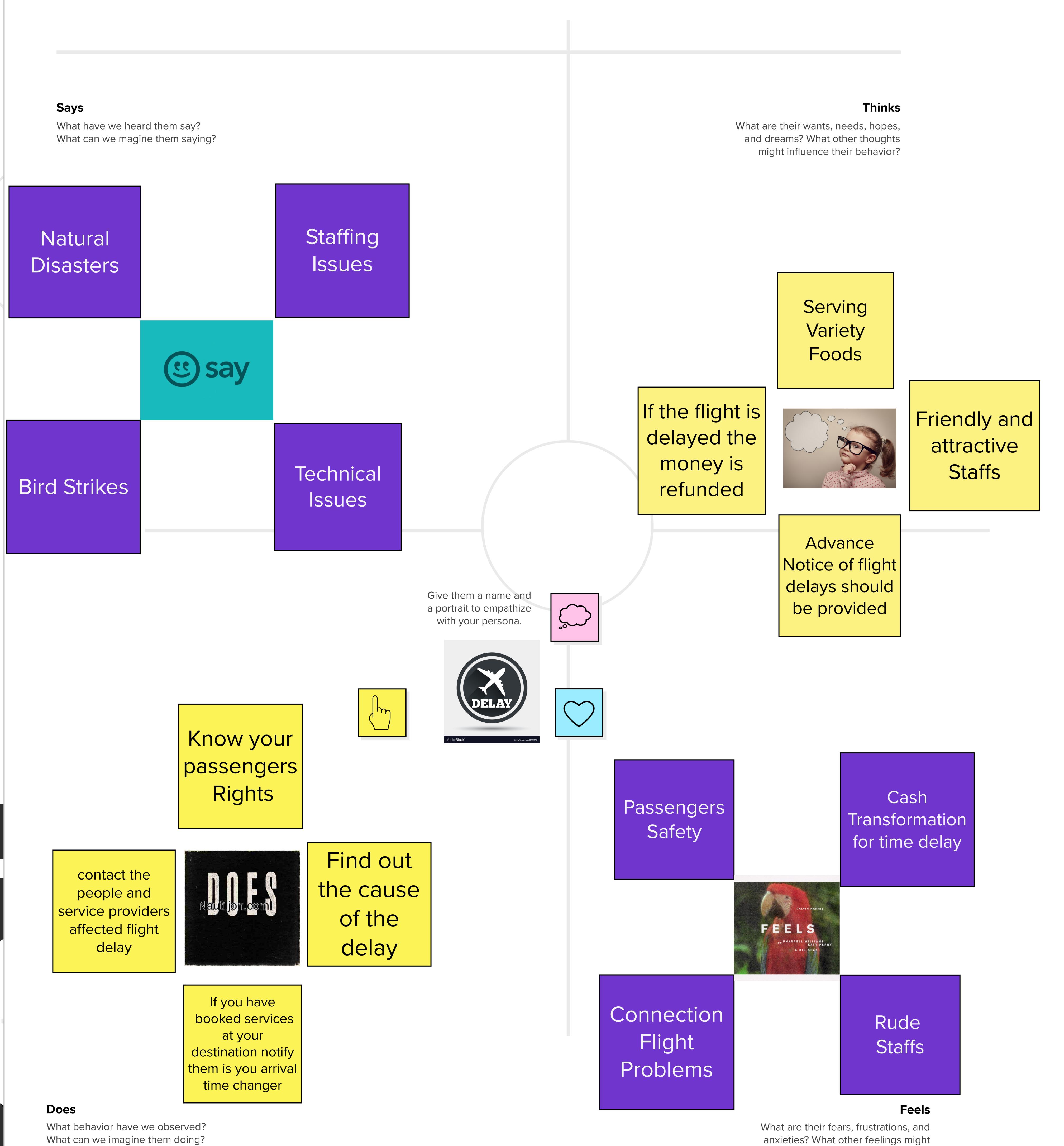


## **Build empathy**

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

What are their wants needs hones

What have we heard them cav?



influence their behavior?