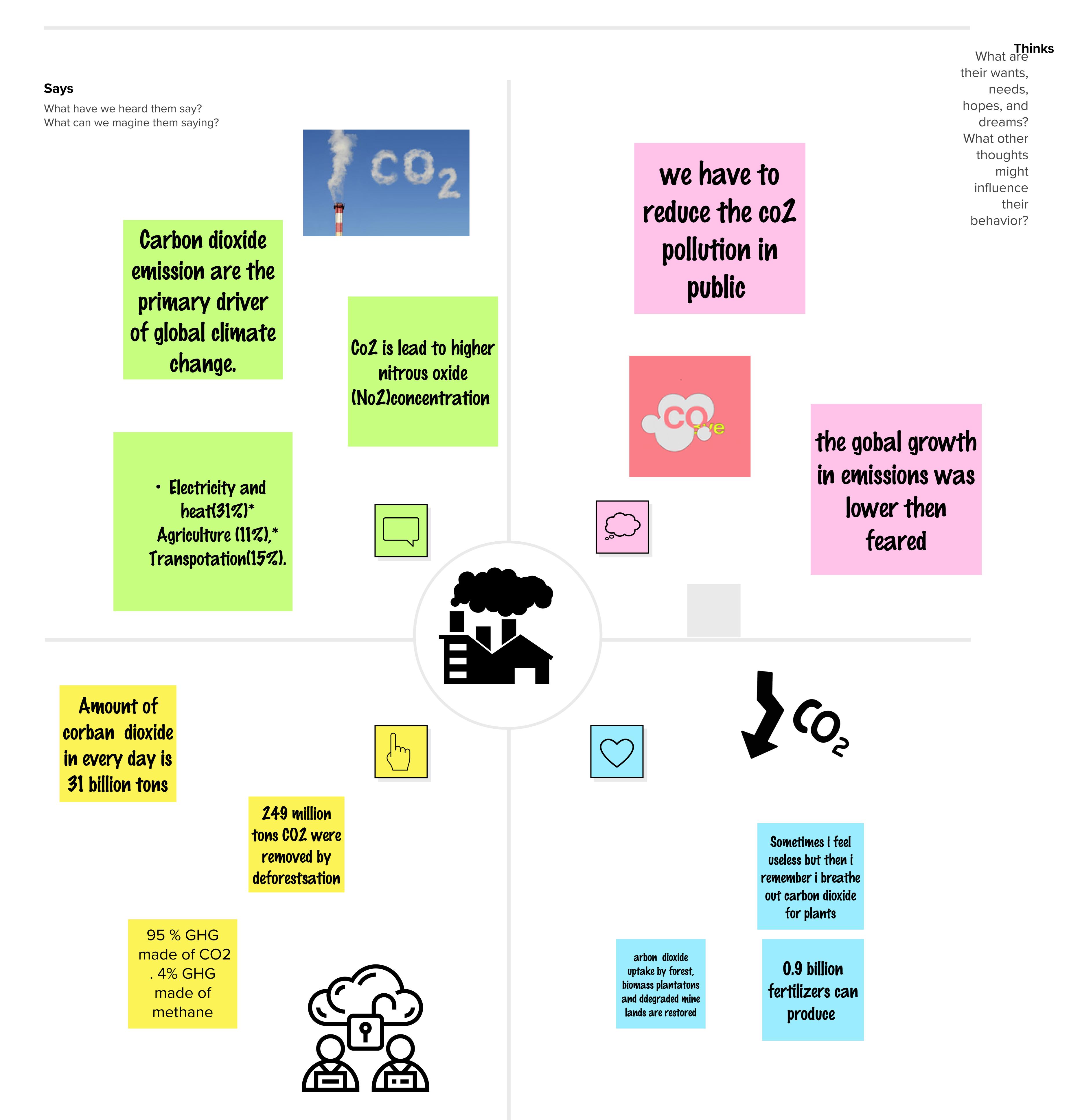


## **Build empathy**

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

## Awareness Of Co2...



## Does

What behavior have we observed? What can we imagine them doing?

## Feels

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