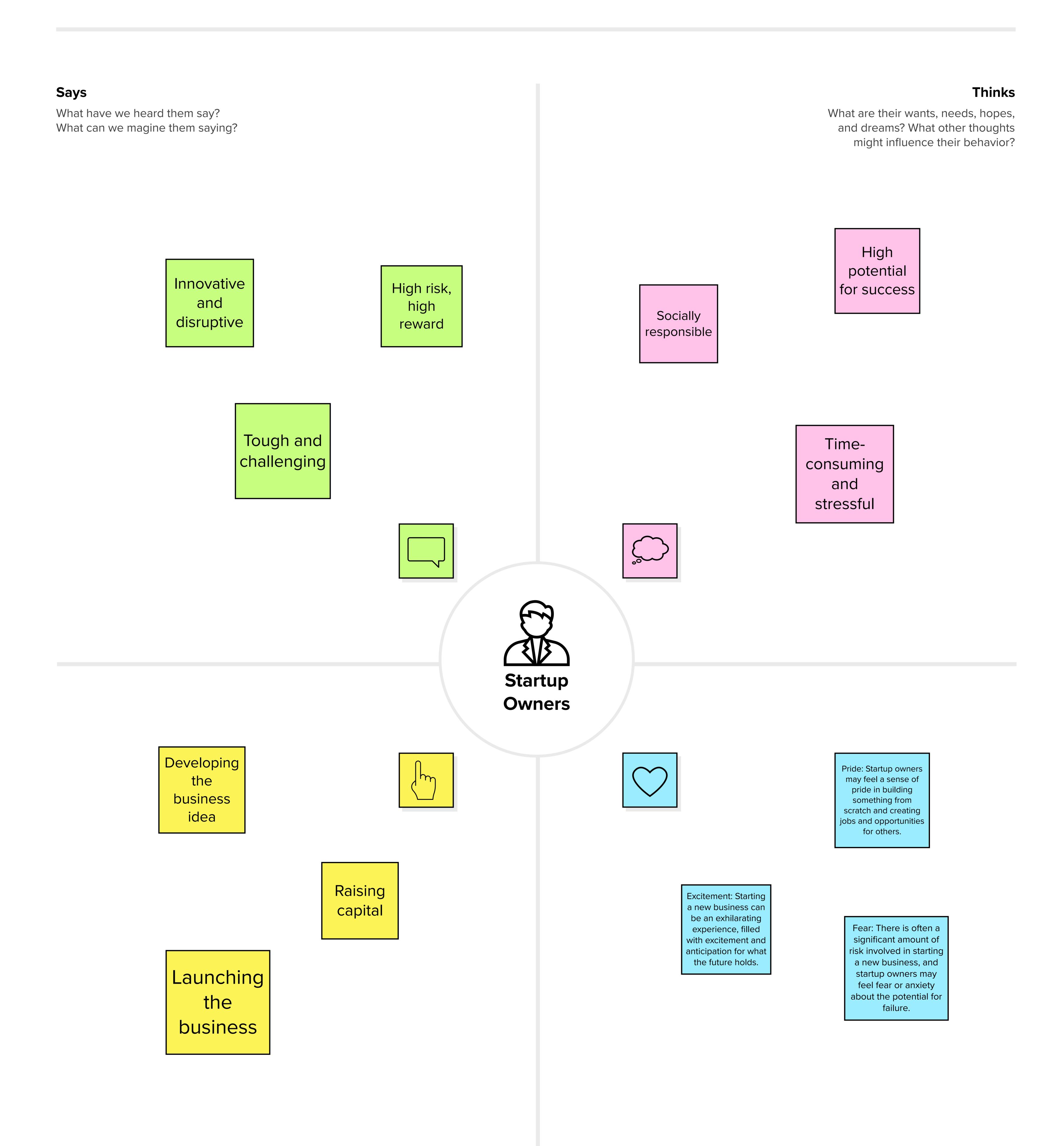


## Empathy Map Startup Analysis



## **Does**

What behavior have we observed? What can we imagine them doing? What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?