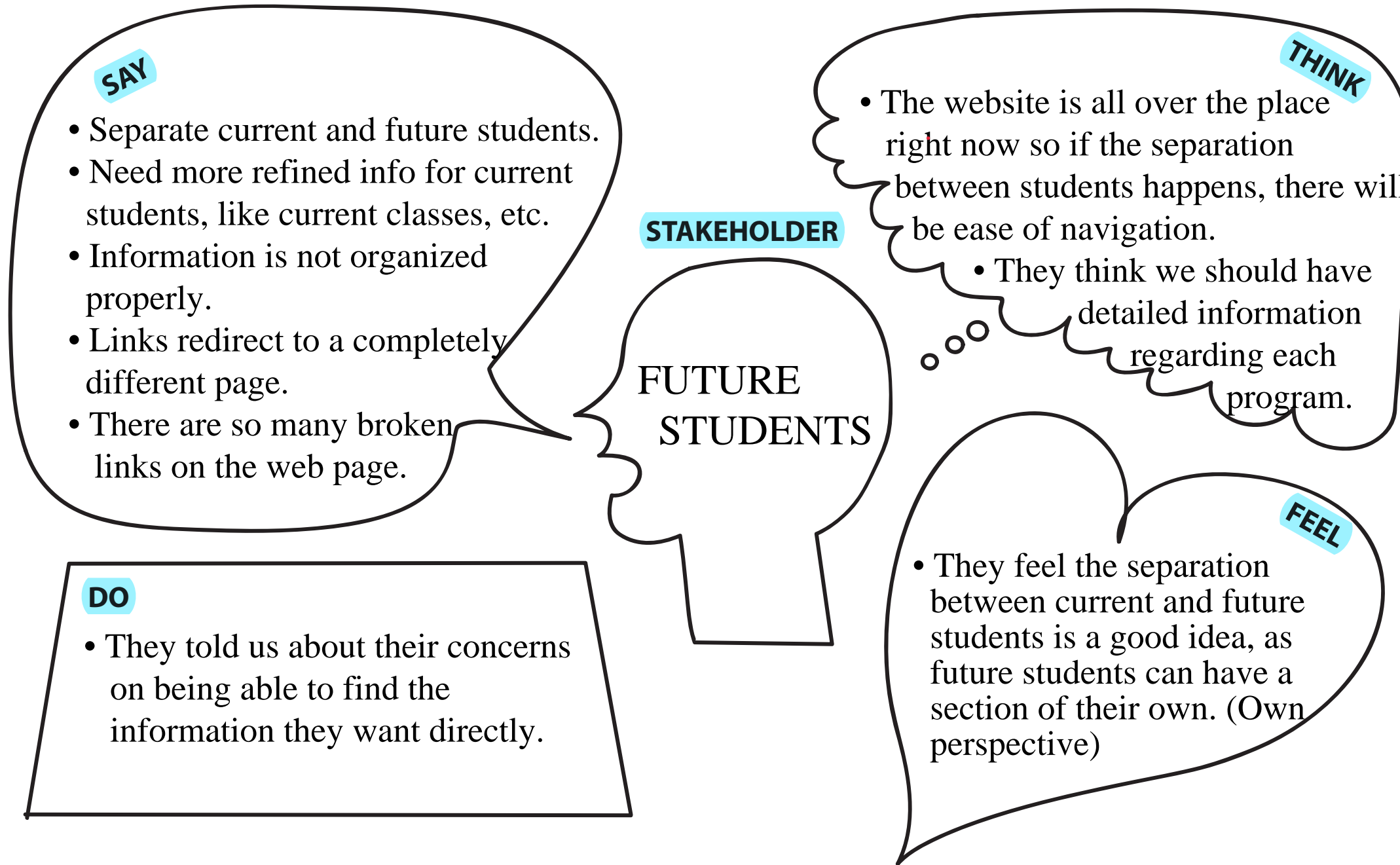


! Insights



Problem statement

Stakeholder

(describe person using empathetic language)

Need

(needs are VERBS)

Insight

NEEDS A WAY TO

BECAUSE