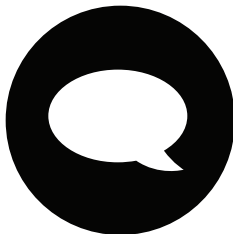


**USER EMPATHY MAP**

say



think



do



feel

OBSERVATION ←-----→ INFERENCE