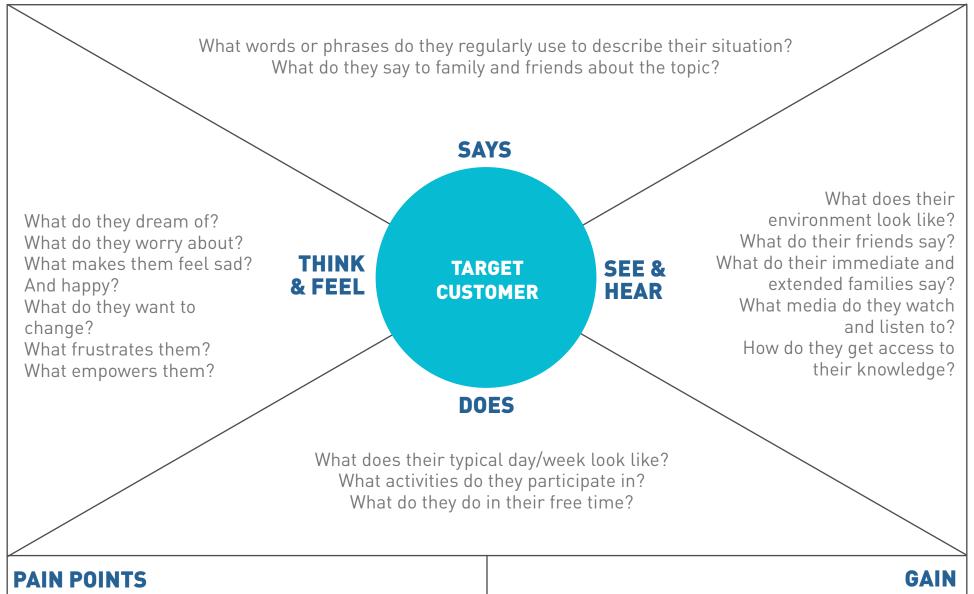
## **EMPATHY** MAP



What are their fears, frustrations, obstacles, and challenges?

What does success look like? What are their wants and needs? What is the ultimate goal?