Project Name | Empathy Map
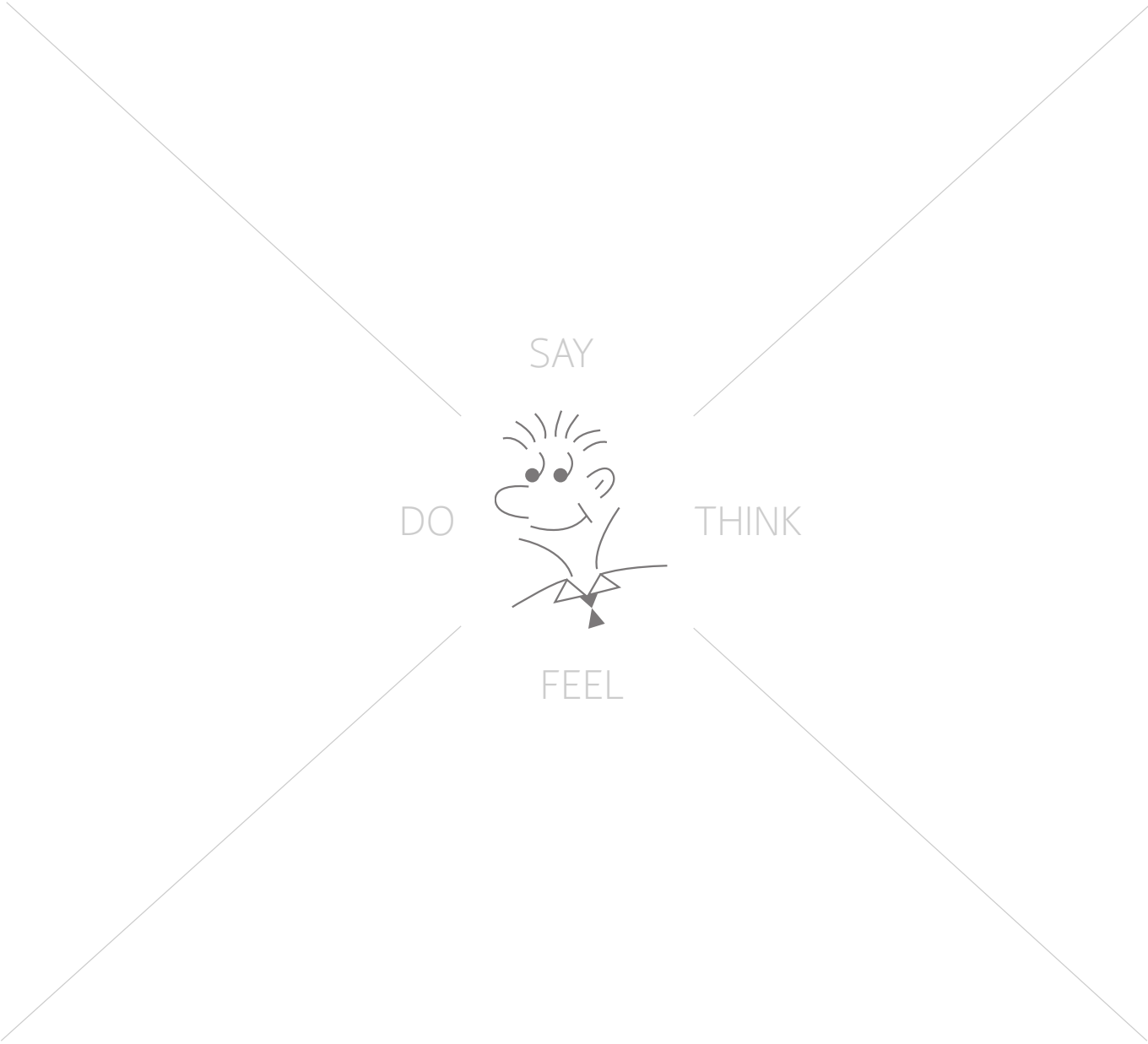
SAY

DO

THINK

FEEL

PAINS (problems, barriers, fears)

GAINS (needs, goals)