Empathy map

Think & feel

Output
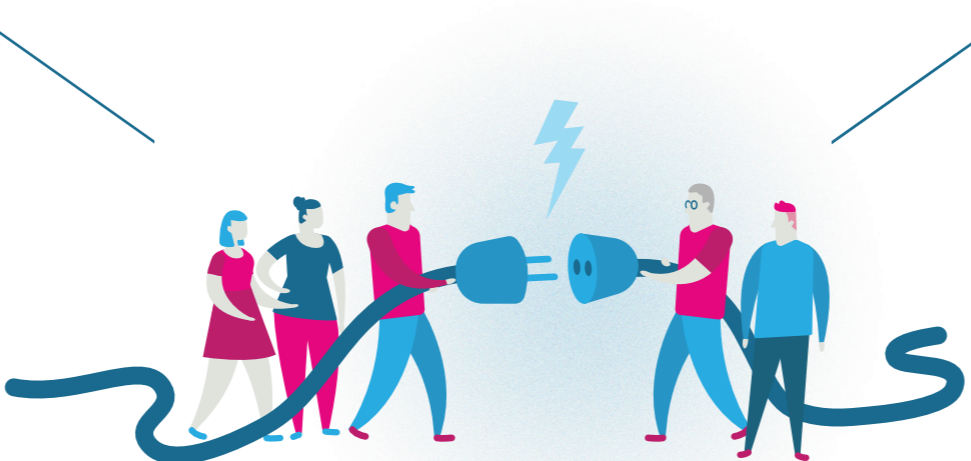
Team

Attitude/behaviour

Facts

Getting the picture.