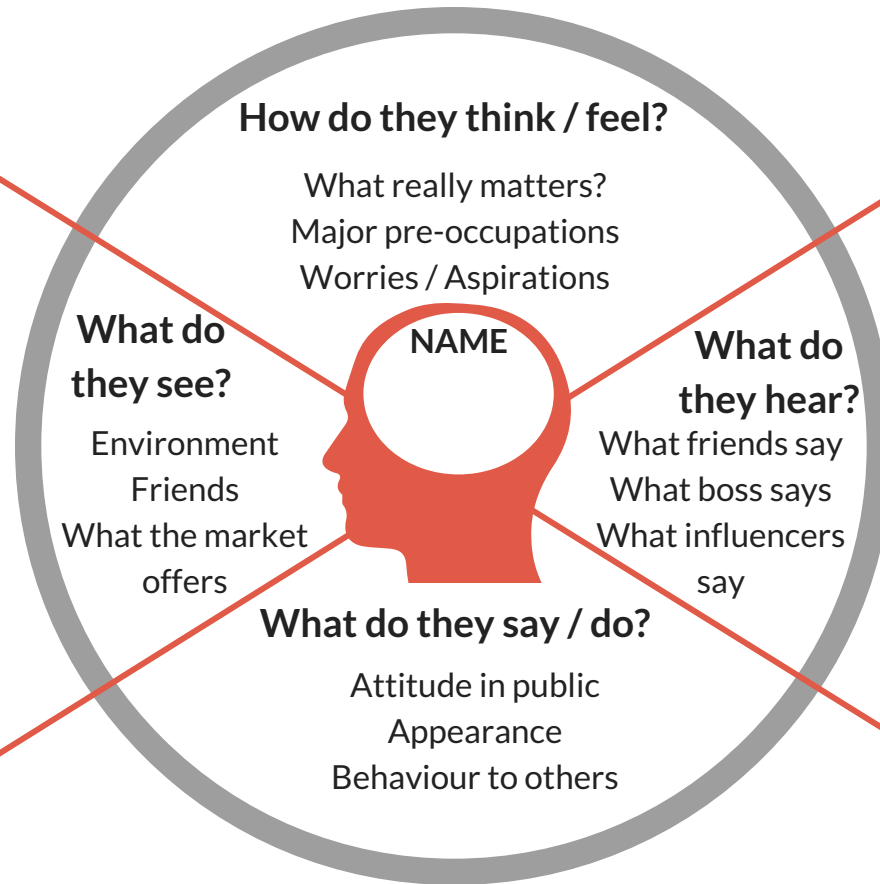


Avatar Empathy Map



PAIN - Fears, Frustrations, Obstacles

GAIN - Wants, Needs, Measures of Success