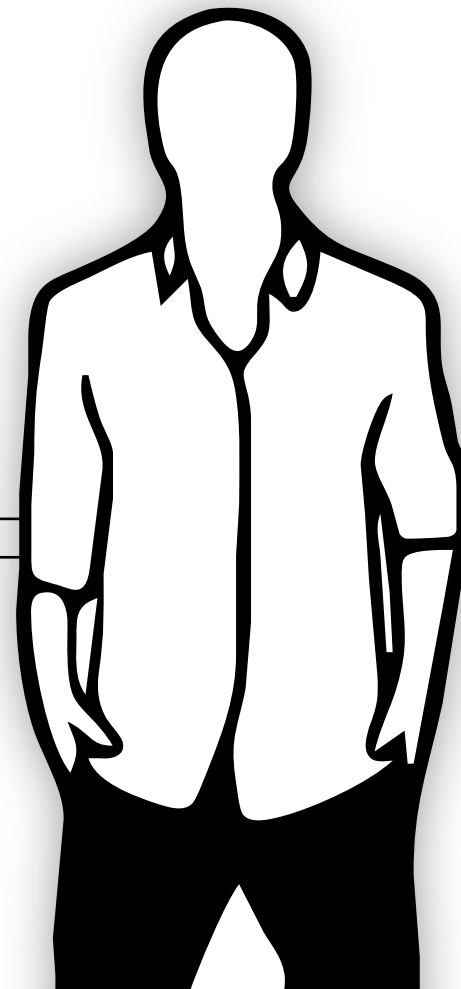


Persona

Gains & Preferences

Job-to-be-done

Pains & Challenges



**Personal
Information**

Interests