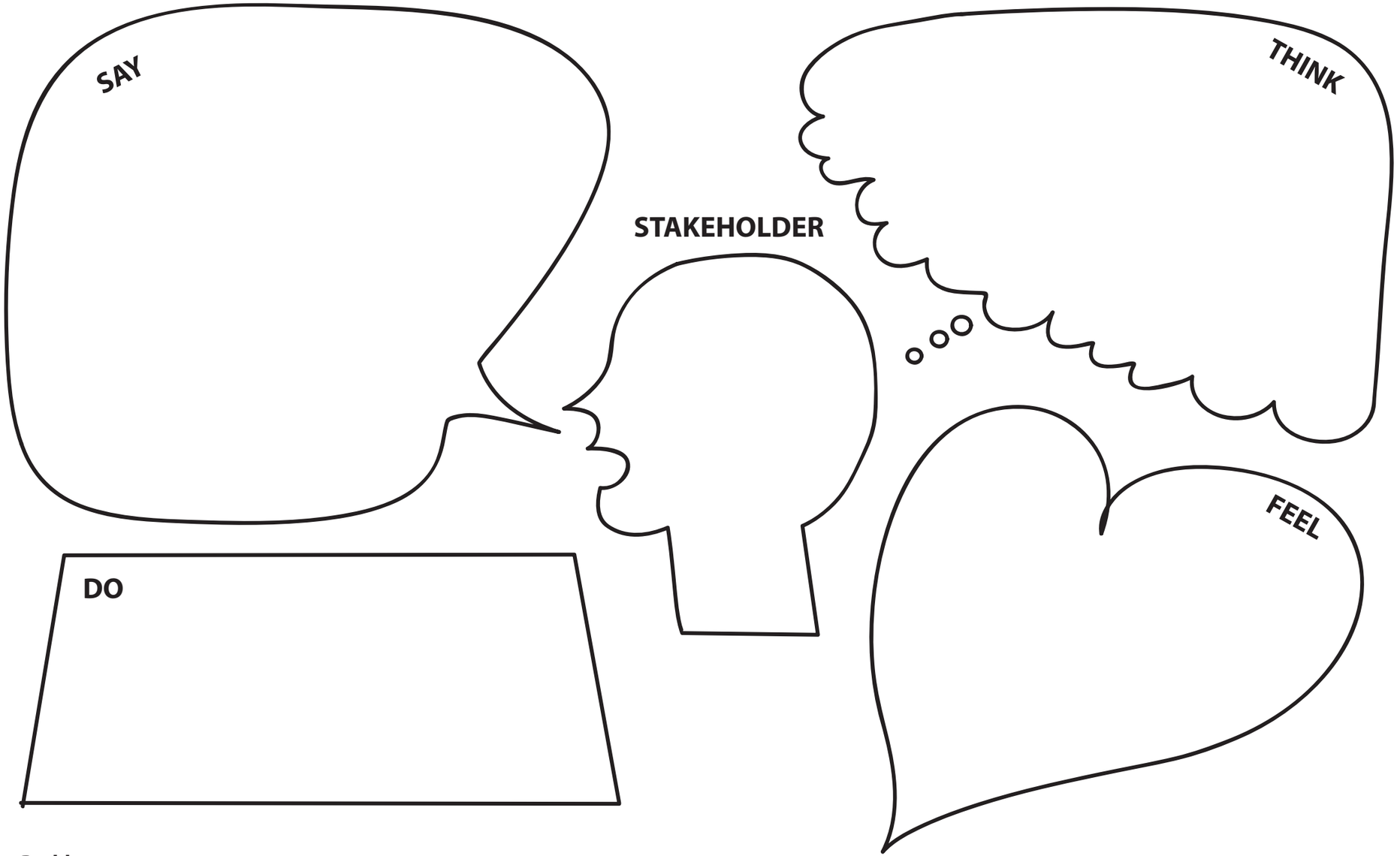

Insights

Problem statement

Stakeholder		Need		Insight
	NEEDS A WAY TO		BECAUSE	
(describe person using empathetic language)		(needs are VERBS)		

Design Thinking Action Lab 2013