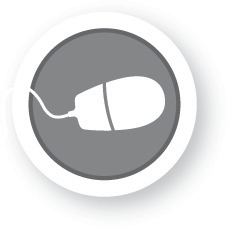
**Figure 2.3** Parent Empathy Map



What do parents think and feel?

What do parents see and hear?

What are parents saying and doing?

What do parents want?

What pains do parents have?

What gains are parents making?

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