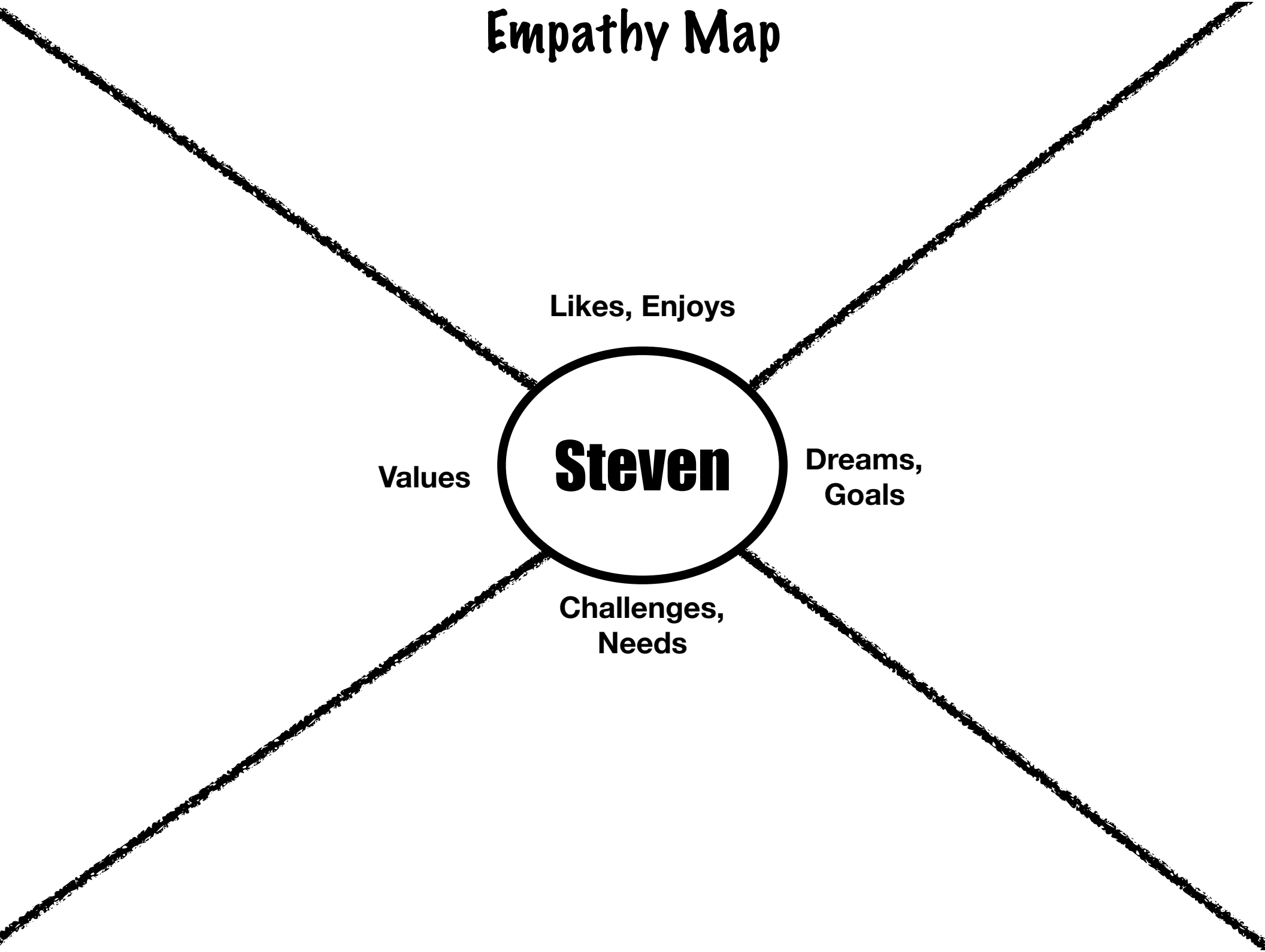Empathy Map