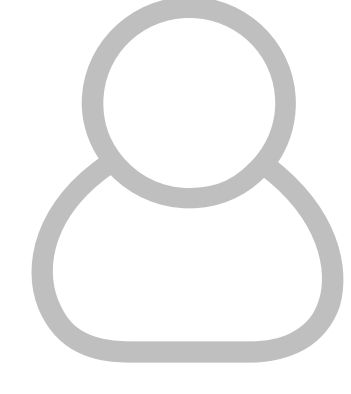


Stages

(Persona)

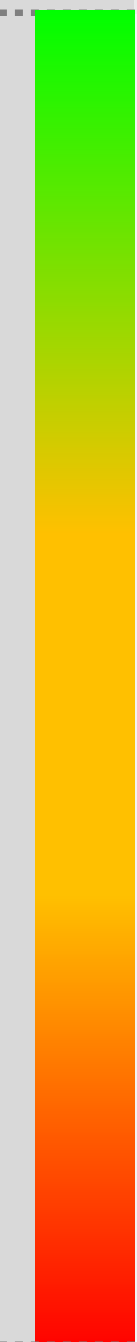


Customer Action

Touch-points

Storyboard

Emotional Journey

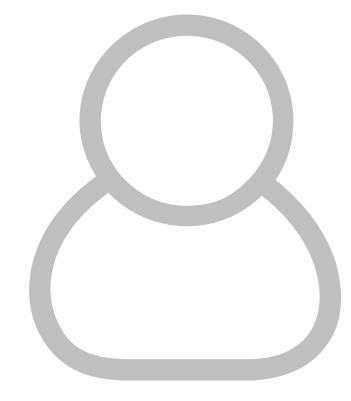


Stages

Customer
Action

Channels / Touchpoints

(Persona)



Storyboard

Emotional Journey

