


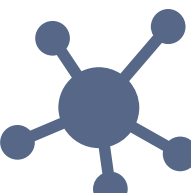


Customer journey map

<input type="radio"/>	<input type="radio"/>
As-Is	To-Be

Persona

Scenario and goals

 Stages
 Doing
 Thinking & feeling
 Touchpoints & tools