

User Goal

Motivation (Why)

Needs (What)

Expectation (How)

How to Meet Customer Needs and Expectations

Information

- know about someone or something

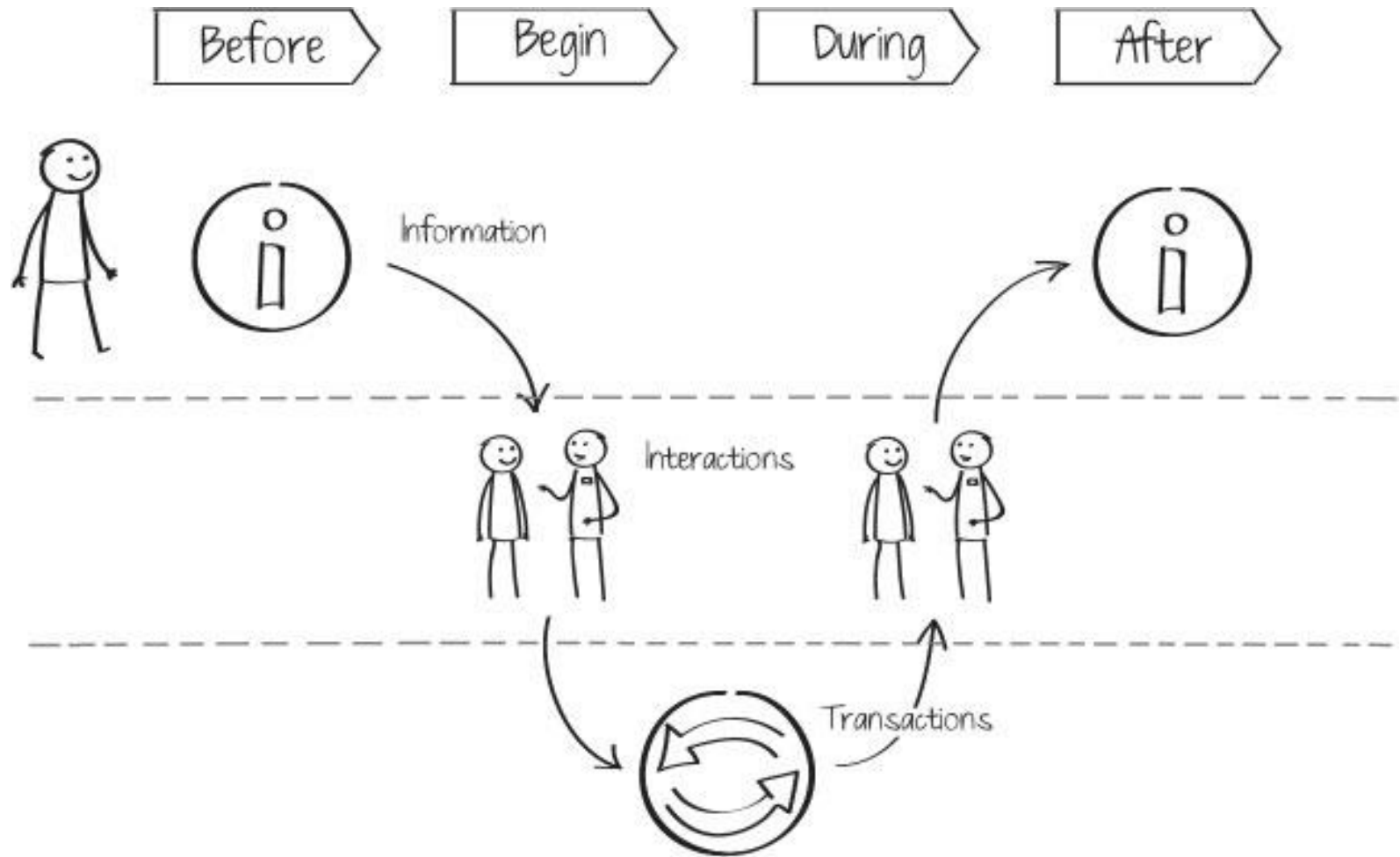
Interactions

- engage with someone or something

Transactions

- make an exchange with someone or something

User / Front-Stage Activities



Information

- Understand product and Service
- Make decisions
- Trust service providers
- Peace of mind that things are okay
- Different Channels

Interaction

- State preferences or specific conditions
- Build a relationship
- Expect certain levels of respect, attention, speed, and other qualities.

Transaction

- Simple and Easy