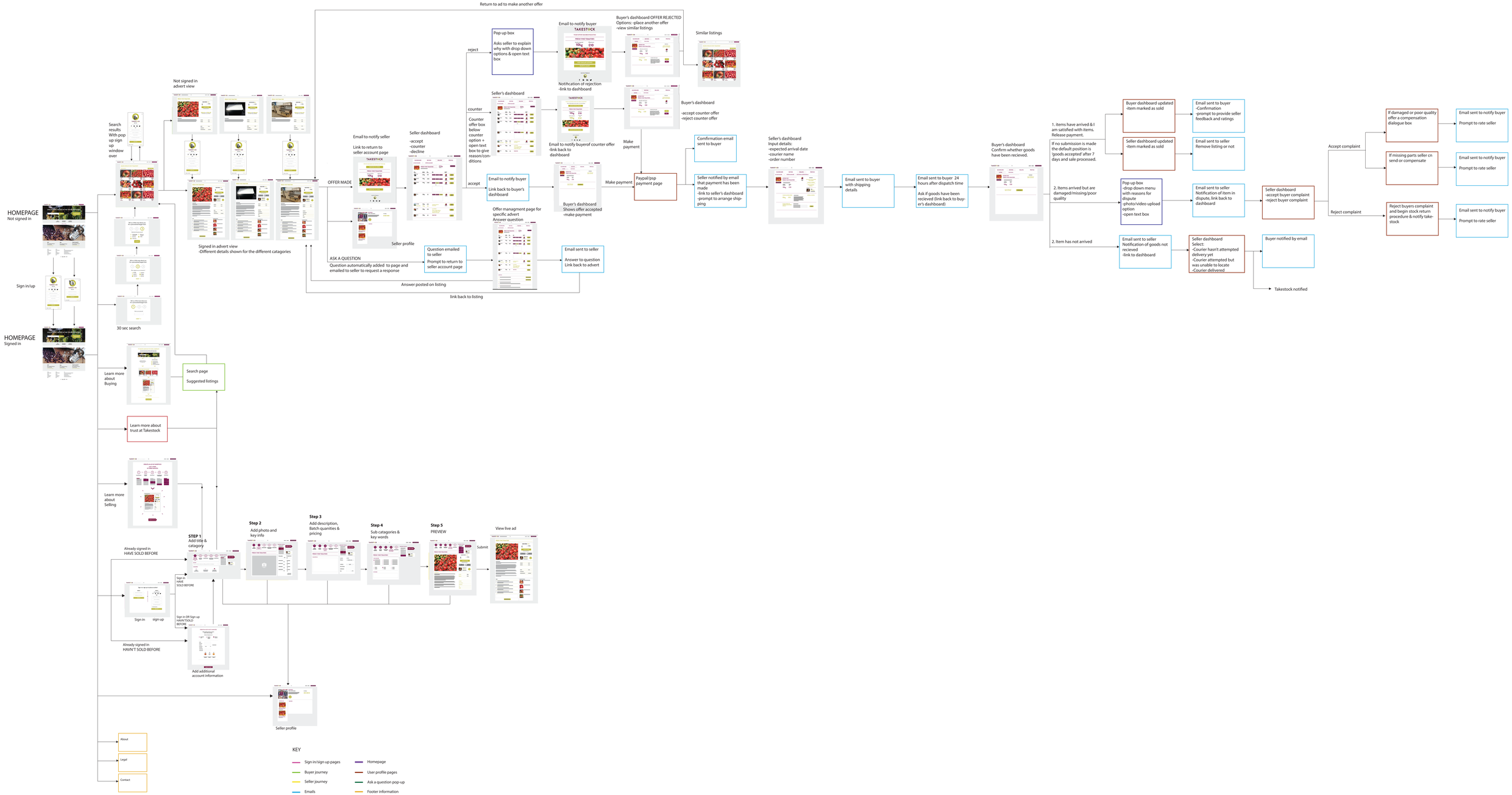TAKESTOCK USER JOURNEY WIREFRAME