	B2B	AS A 'TYPE OF USER'	I WANT TO 'PERFORM SOME TASK'	SO THAT I CAN 'ACHIEVE SOME GOALS'
A				
B				
C				

	B2C	AS A 'TYPE OF USER'	I WANT TO 'PERFORM SOME TASK'	SO THAT I CAN 'ACHIEVE SOME GOALS'
A				
B				
C				