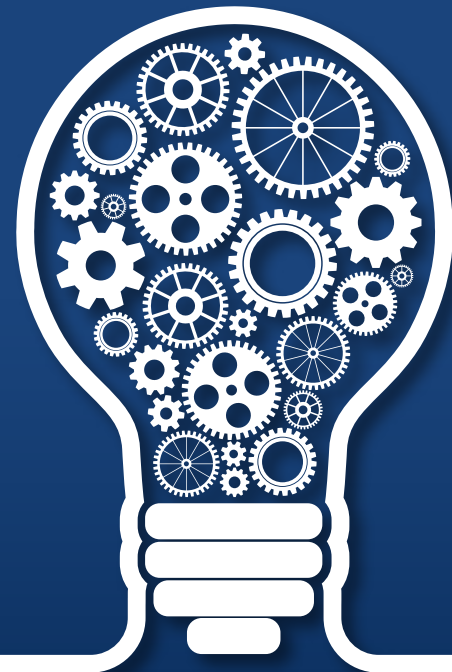# liquidhub

Experience Blueprints

Visualize the Opportunities

Seeing is Understanding

An experience blueprint is a highly visual and informative way to look across a series of experiences to understand how customers engage with brands and companies. By mapping the journeys, we help you understand the numerous brand touch points as well as the places along the journey where customers might be won or lost. LiquidHub gives you a complete view of the people that matter most to you, so you can engage them exactly how you want and improve your brand experience.

A Blueprint Reveals

Customer Journeys

Employee Journeys

Business Processes

Applications & Software

Technology & Architecture

Opportunities & Pain Points

SEE BOTH **CUSTOMER & EMPLOYEE** JOURNEYS

IDENTIFY THE **TOOLS** TO BEST SUPPORT YOUR NEEDS

EXPOSE THE **PAIN POINTS & OPPORTUNITIES**