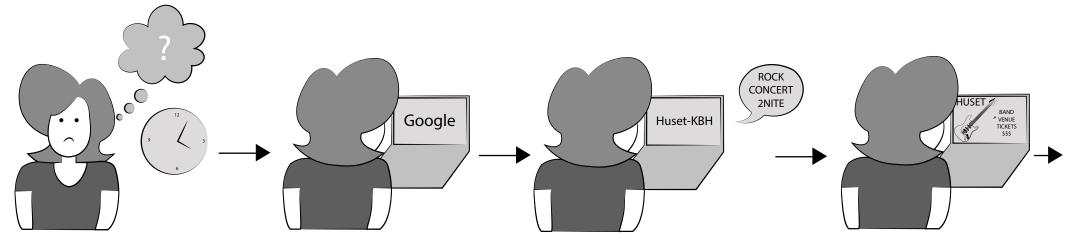
CUSTOMER JOURNEY

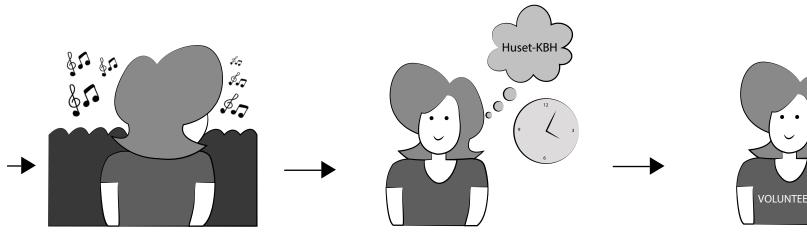


Eliana is looking for some entertainment on one of her less busy afternoons.

She searches the web for cultural events in Copenhagen.

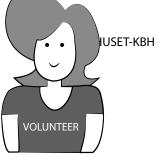
She finds out that there is a rock concert at Huset-KBH tonight.

She reads everything about the event on Huset's website - what band is playing, the price of the ticket, whether it is sold out or not and the exact location of it.



She goes to the concert, finds her way to the exact venue and stays afterwards.

Next time she's looking for entertainment she goes directly to the Huset's channels.



As time goes by, she grew so fond of the place she decides to become a part of it as a volunteer.