

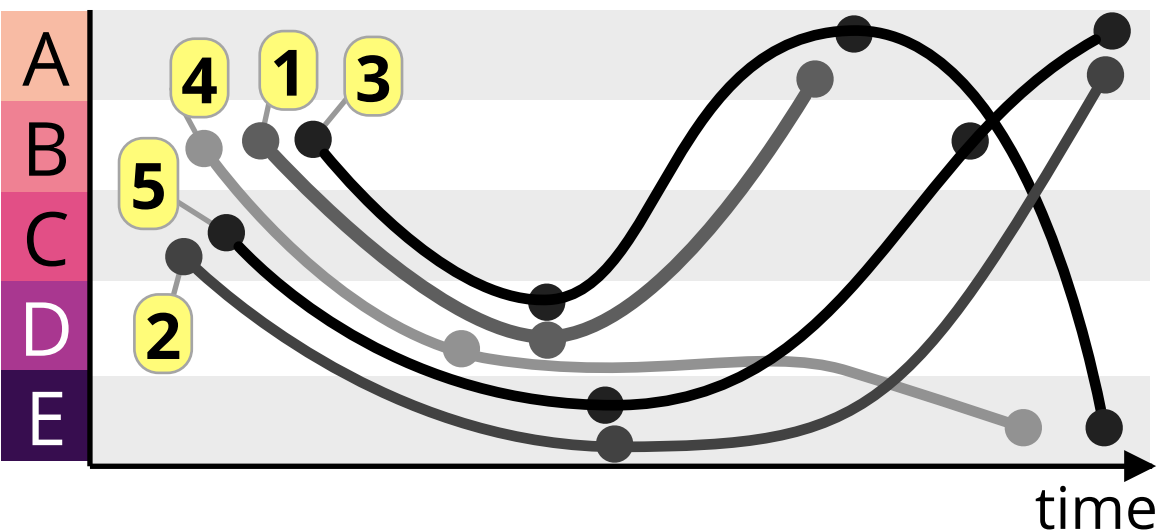
1 Touchpoints



2 Event logs (e.g., XES)



3 CJM actual journeys



4 CJM representative journeys

