



**USER NEED**

**What motivates the  
user to care?**

## **BARRIERS**

**What prevents the user  
from taking action?**

## **ACTIONS**

**What does the user to  
do to progress from one  
phase to the next?**

**METRICS**

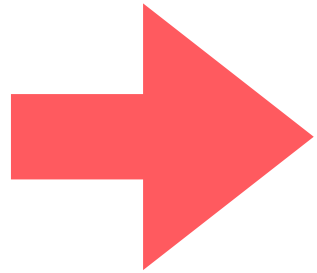
## USER SEGMENTS

**Millennials**

**Empty-nesters**

**Travelers**

**etc...**



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## METRICS