

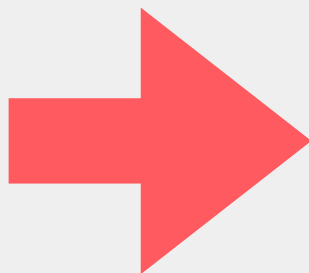
MARKETS

Paris

Japan

New York

etc...



METRICS

ACTIONS

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

BARRIERS

What prevents the user from taking action?

**3.**

**Ways in which the  
journey could be useful**