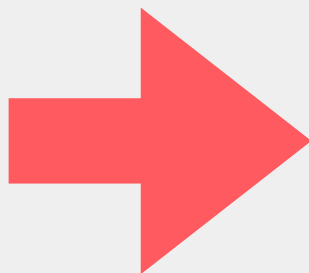MARKETS

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