#### **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?



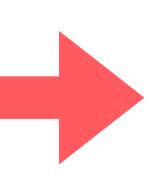
### **USER SEGMENTS**

## Millennilals

# **Empty-nesters**







## **MARKETS**

## Paris

Japan

New York

etc...

