

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

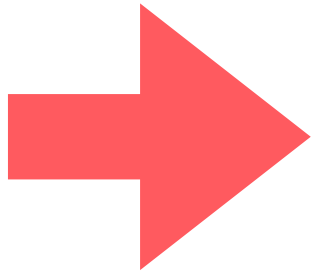
USER SEGMENTS

Millennials

Empty-nesters

Travelers

etc...



MARKETS

Paris

Japan

New York

etc...

