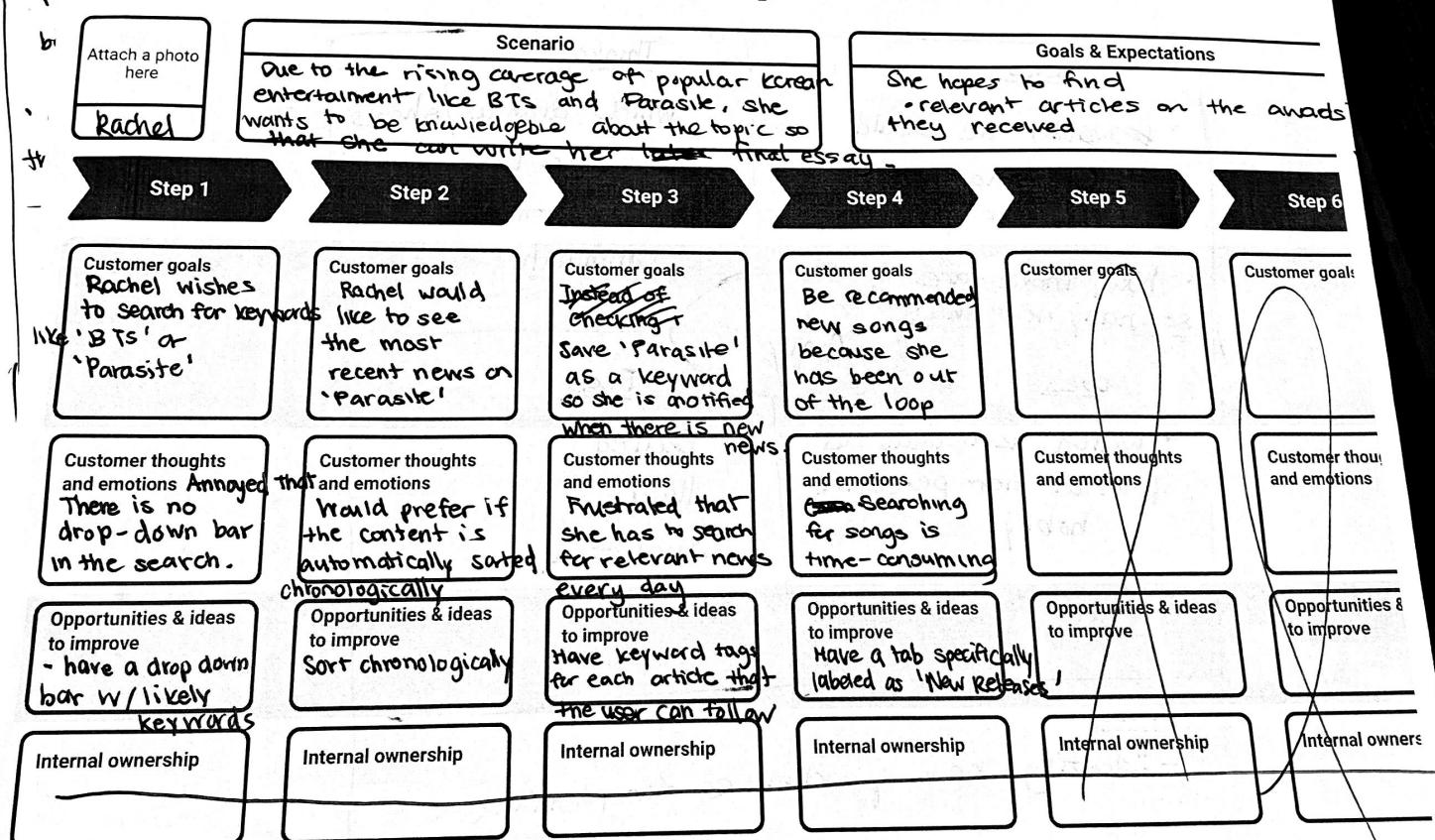
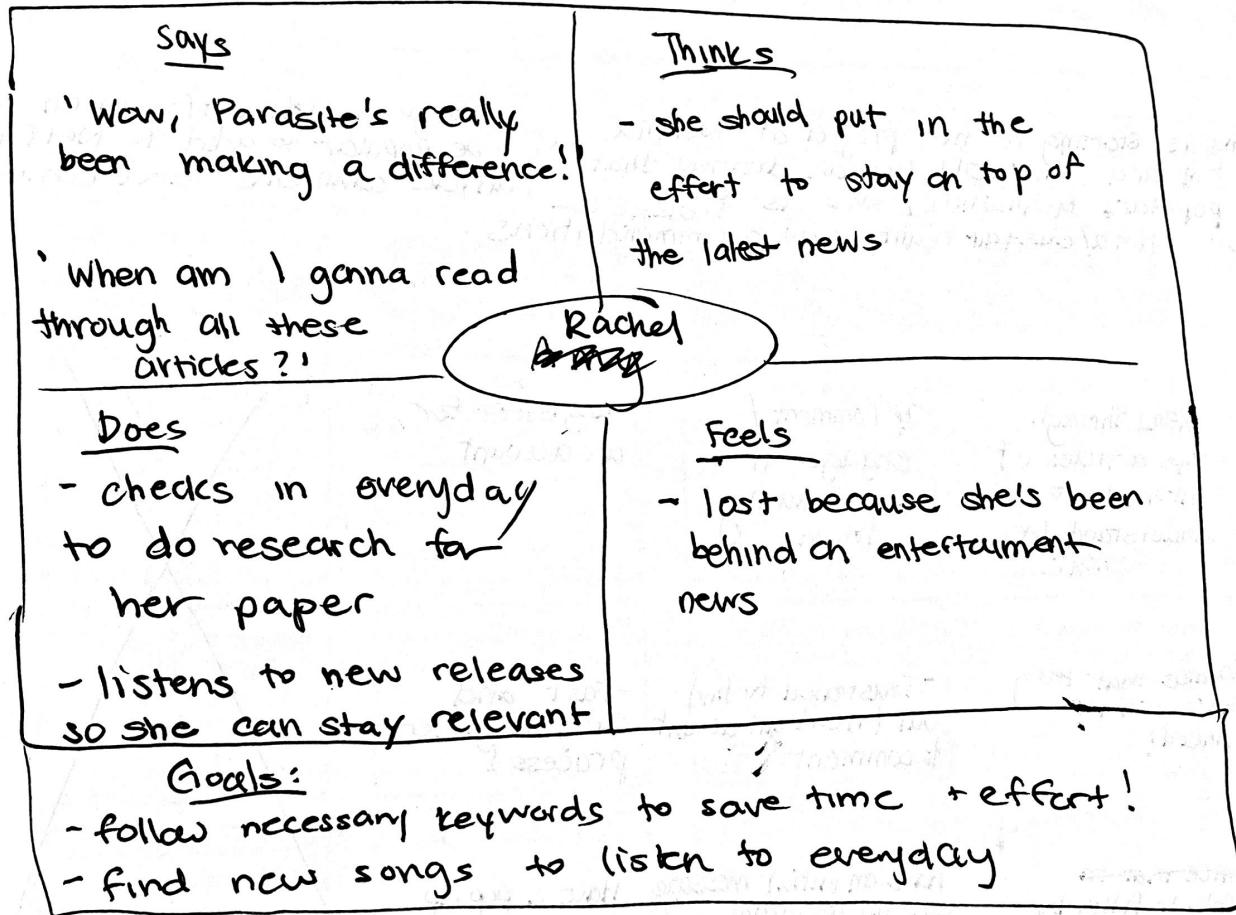


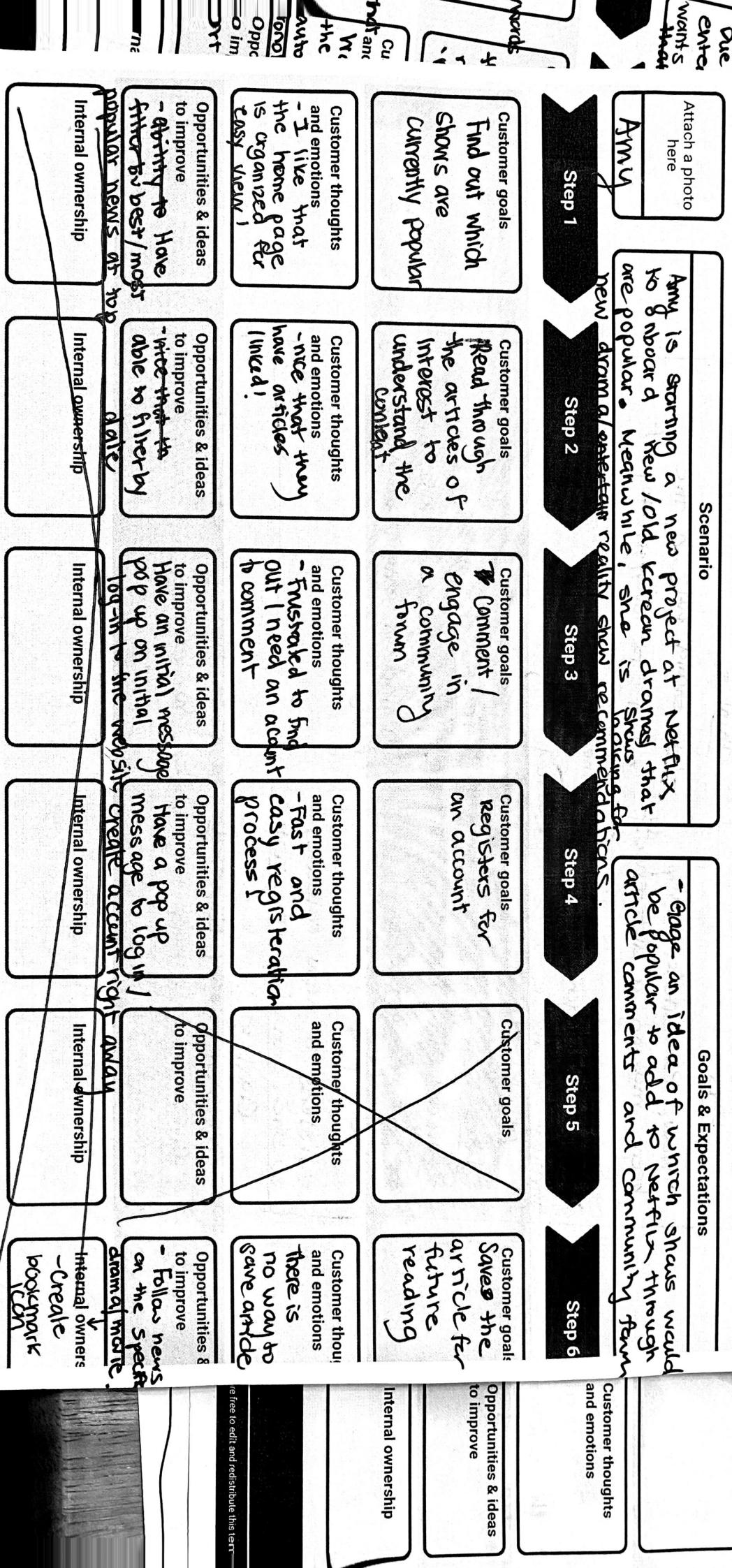
Customer Journey Map Template



User Journey Map Template



Customer Journey Map Template



Says

"We should look into bringing this show on our platform,"

shift

caps lock

"Wow, there are so many new shows!"

Does

Amy

Fuels

Excited

Happy

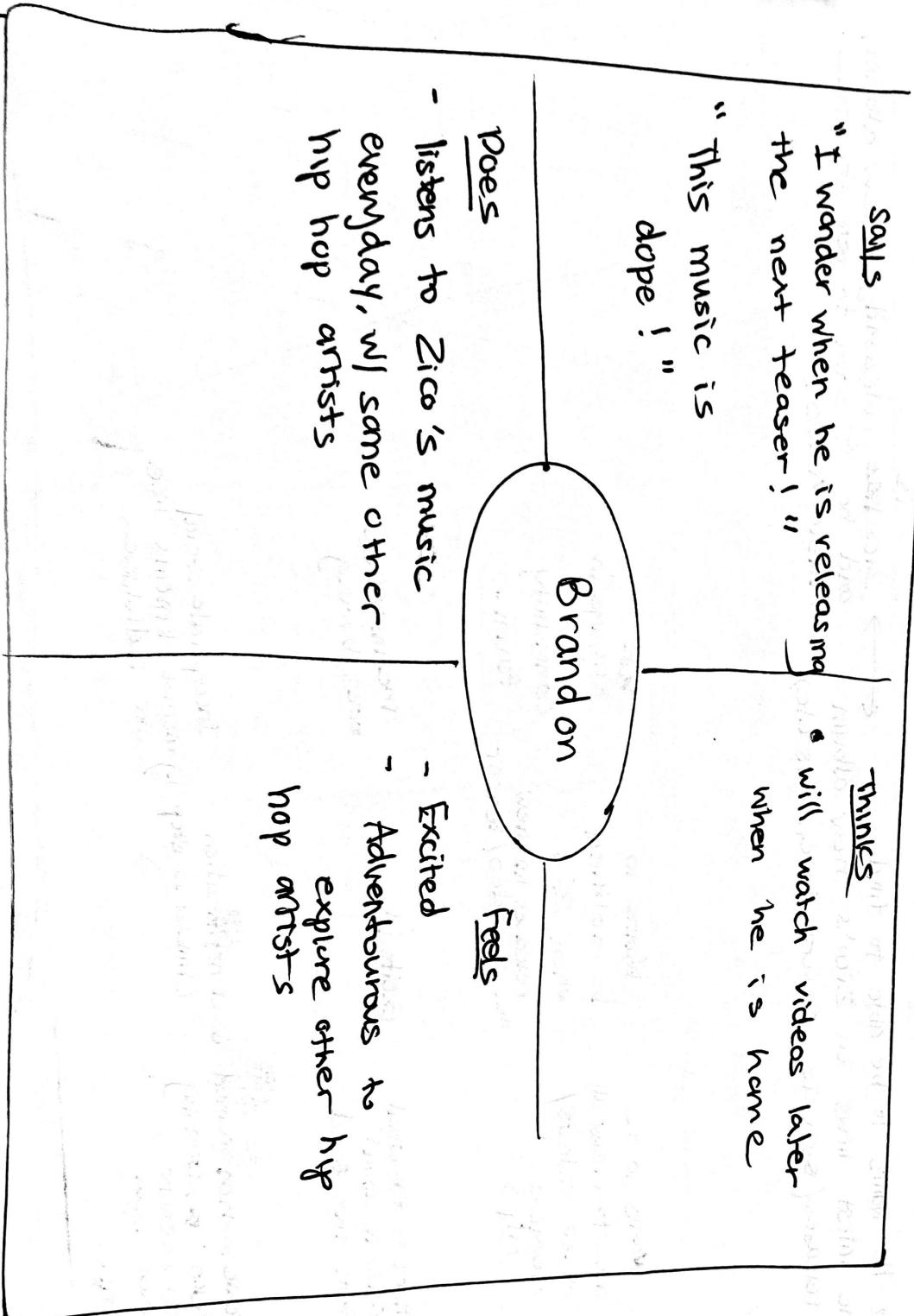
Analytical

Thinks

- which dramas/shows have the best feedback from the community?

Goals
- Identify new opportunities for Netflix

Empathy Map: Branden



Goals:

- To be more involved in the community

Customer Journey Map Template

