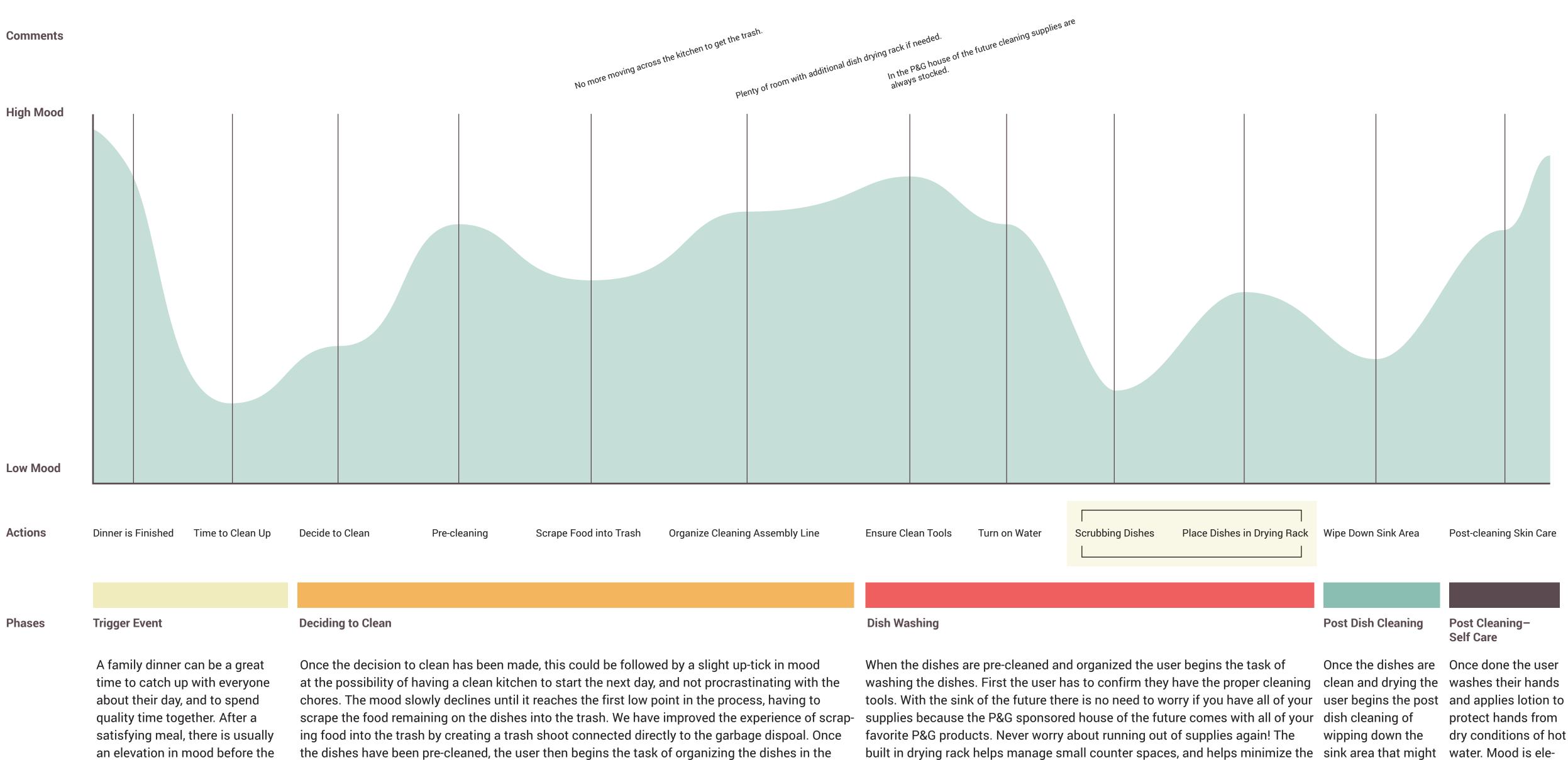
CUSTOMER JOURNEY MAP: CLEANING DISHES AFTER DINNER WITH THE SINK OF THE FUTURE

realization hits that it is time to

clean up, and this can lead to a

very rapid drop in satisfaction.



assembly line. We have also improved this exerpience by increasing the size of the sink. If users

require more counter space we have implemented an interchangable counter-top/dish rack to

allow users flexibility in their space.

need for cleanup by keeping the drying dishes off of the counter.

have gotten wet

while the dishes

were being cleaned.

vation, though not

as high as before

the process started.