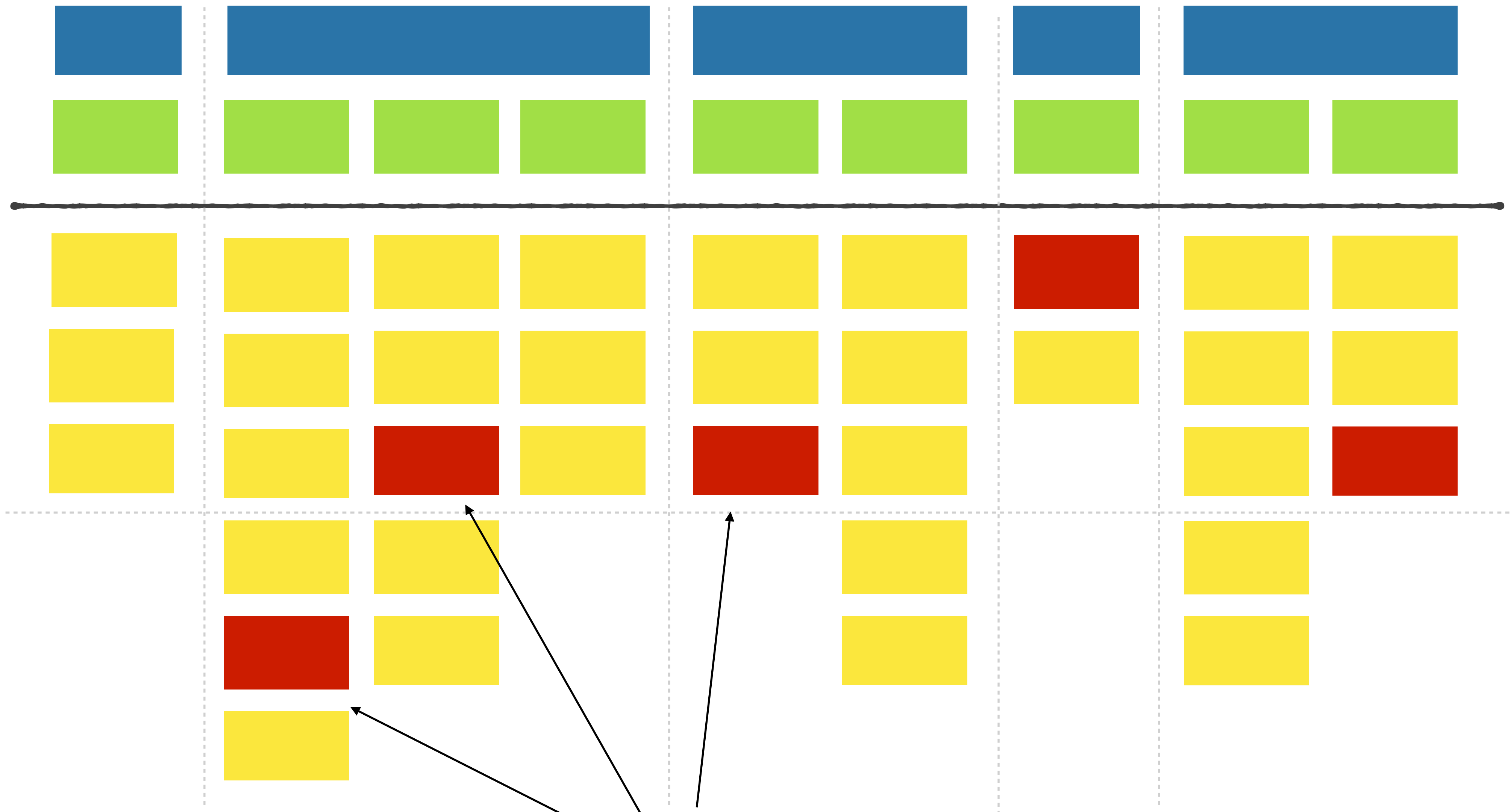


Focus and leverage

start

user journey

end



pain points