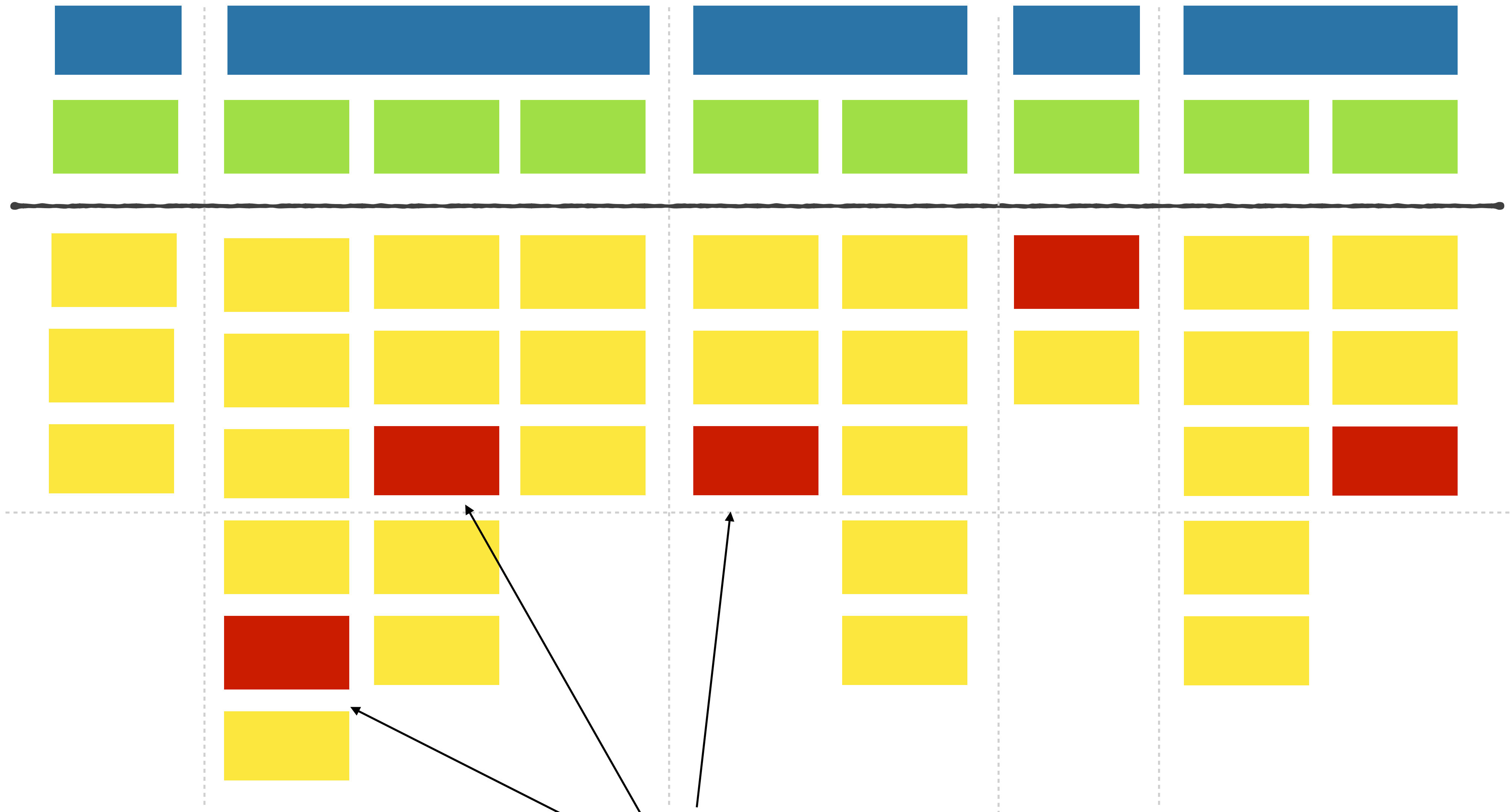


start

user journey

end

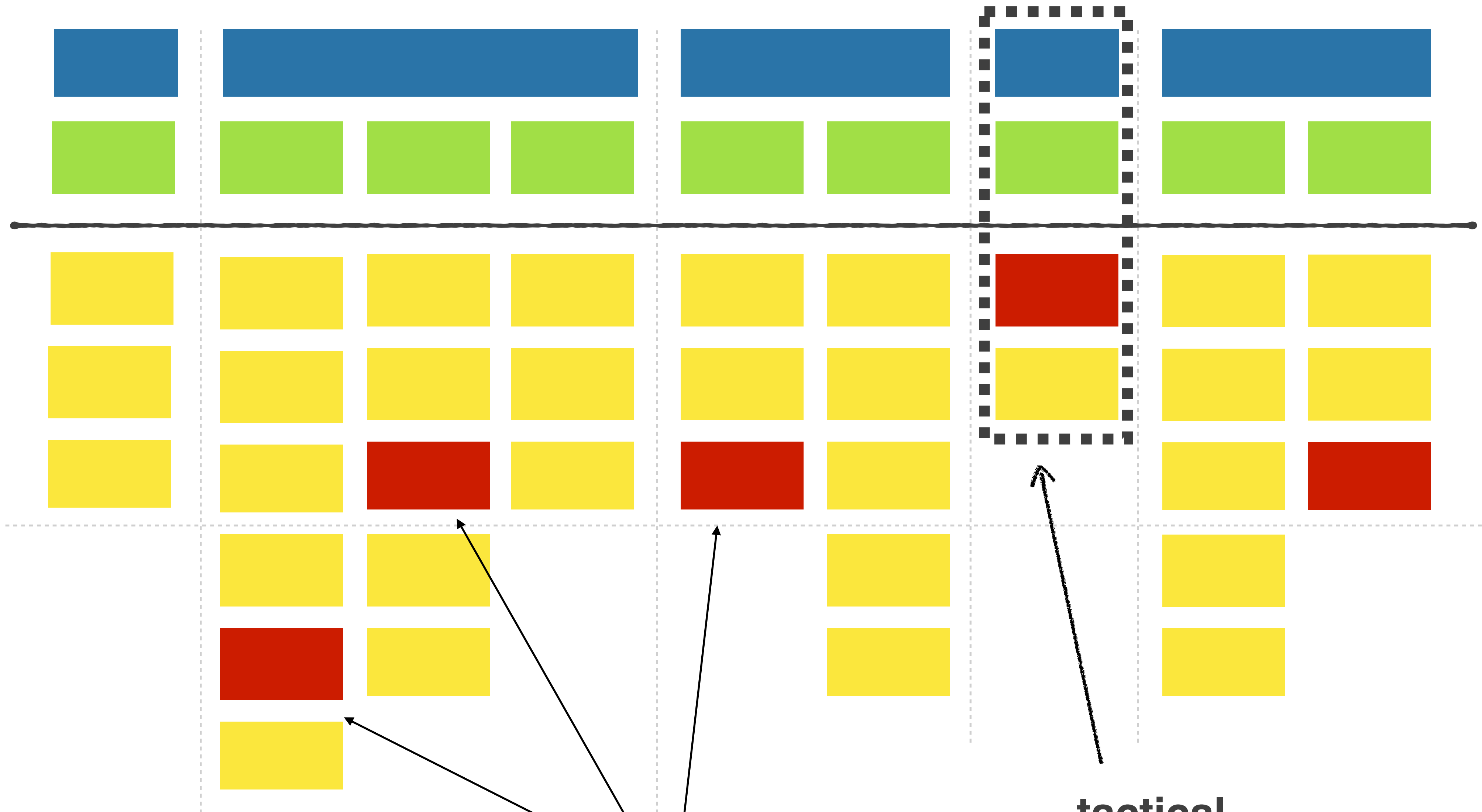


pain points

start

user journey

end



pain points

tactical  
solution