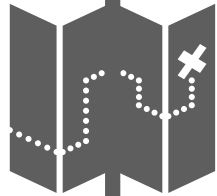


# User Journey Map

BEFORE

DURING

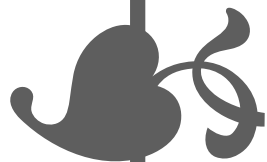
AFTER



HOW and CONTEXT



WHAT and BEHAVIOR



WHY and FEELING