

ACT	BEFORE		DURING		AFTER	
	PHASE 1	PHASE 2	PHASE 3	PHASE 4	PHASE 5	PHASE 6
GOAL						
TOUCHPOINTS AND DEVICES						
EMOTIONS	☹️ .....					
	😊 .....					
	😐 .....					
	😬 .....					
	😡 .....					
PAIN POINTS						
WAYS TO IMPROVE						

AWARENESS

CONSIDERATION

DECISION

INTERACTION

POST EXPERIENCE

INTENT

STORY

☹️

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DO " "

FEEL " "

THINK " "

EXP

