

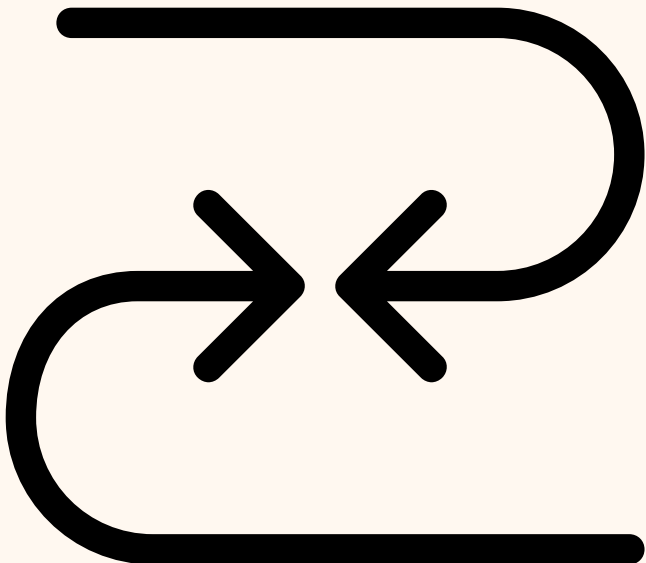
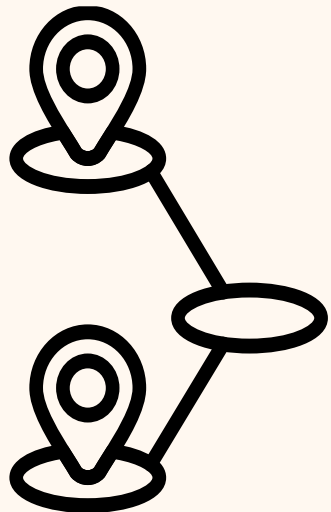
Empathetic lens

Emotions






key components

Touchpoints

Competing needs



JOURNEY MAP

	Awareness	Consideration	Purchase	Consideration	Loyalty
Customer actions					
Touchpoints					
Customer experience					
Pain Points					
Solutions					

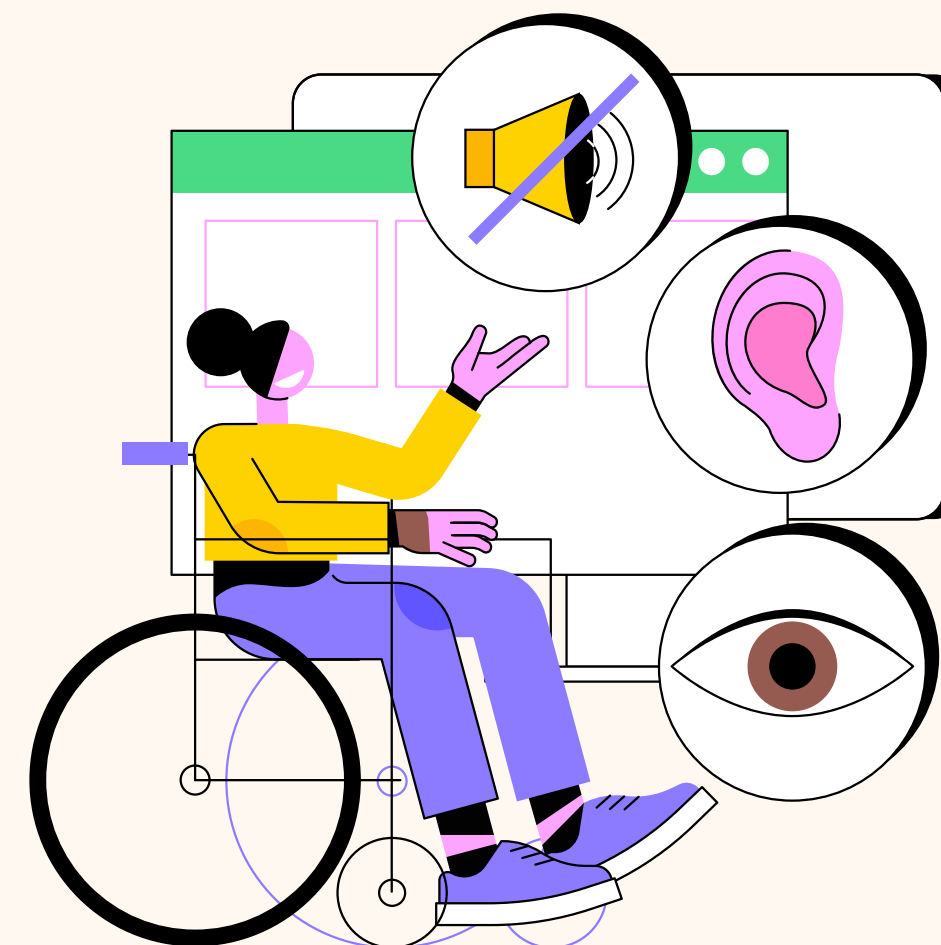
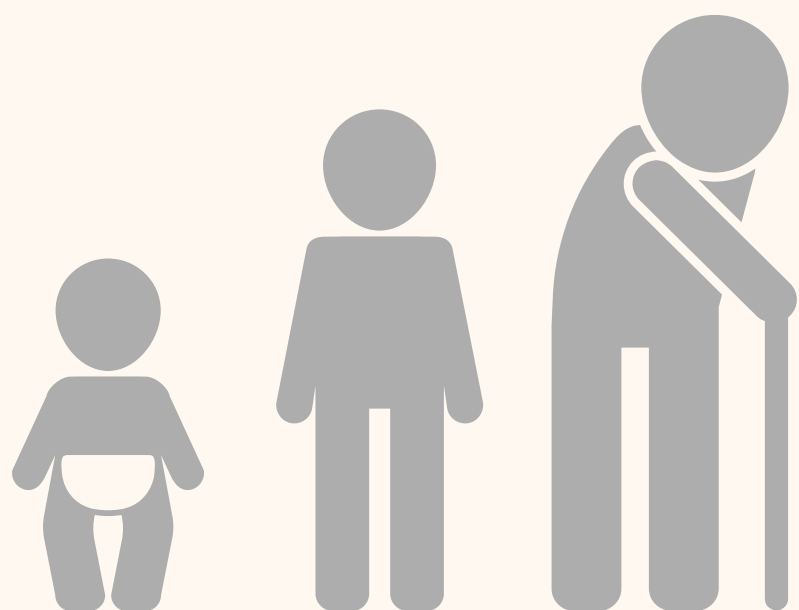
COMPETING NEEDS



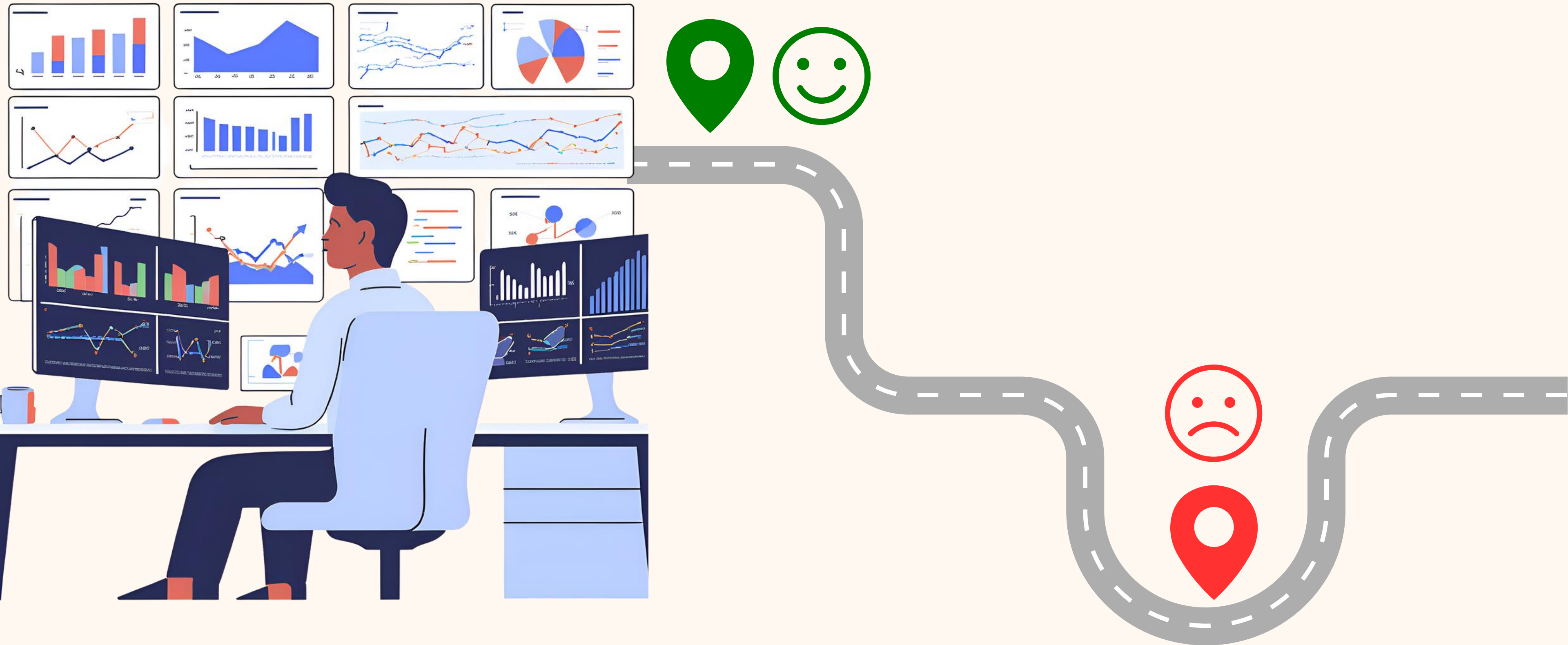
VS.



EVALUAND: PROFESSIONAL DEVELOPMENT PROGRAM



PAINPOINTS



CREATE A PERSONA



AGE

SPECIFIC NEEDS

GEOGRAPHIC LOCATION

CULTURAL BACKGROUND

PERSONAS



Persona 1

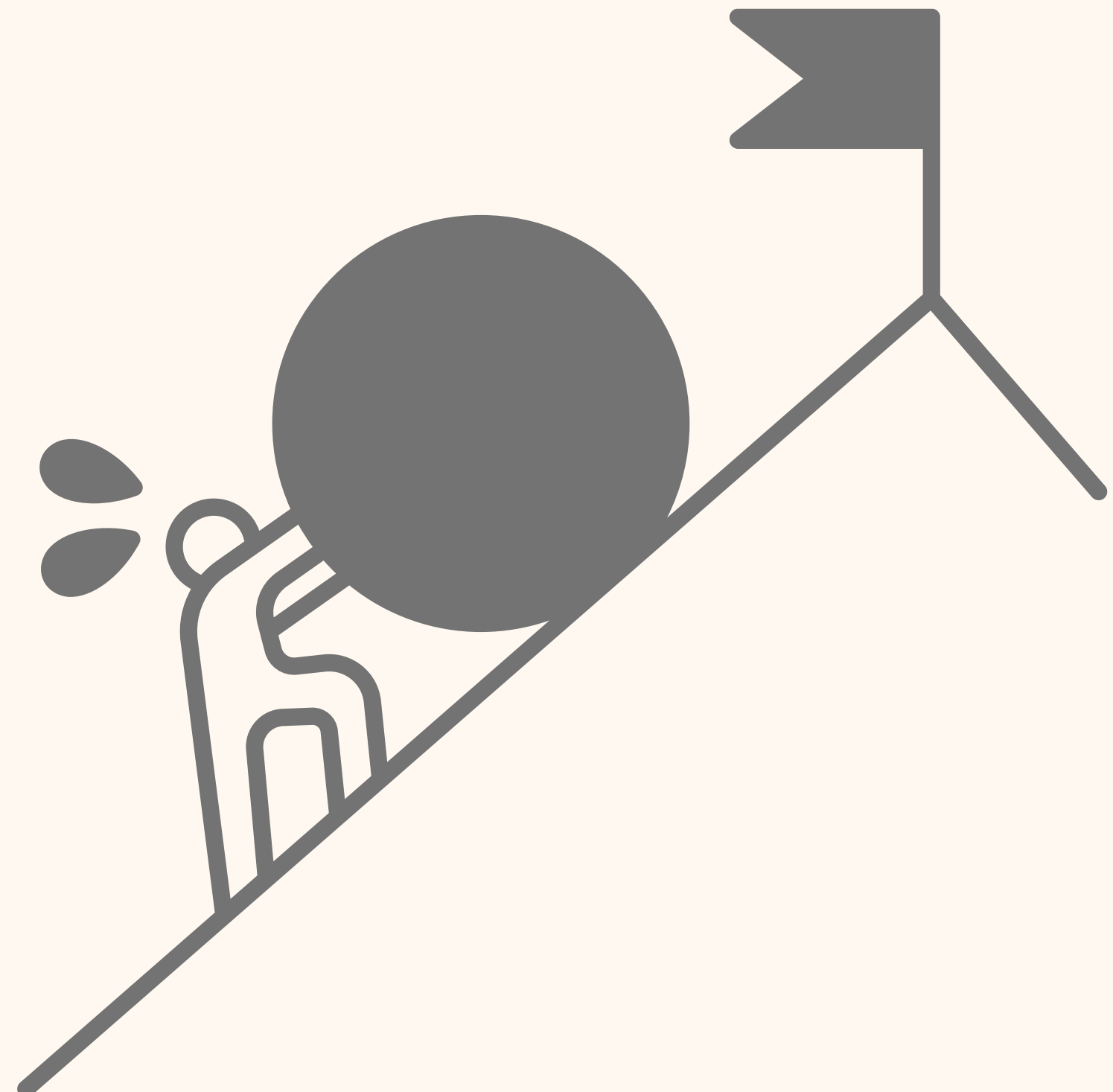
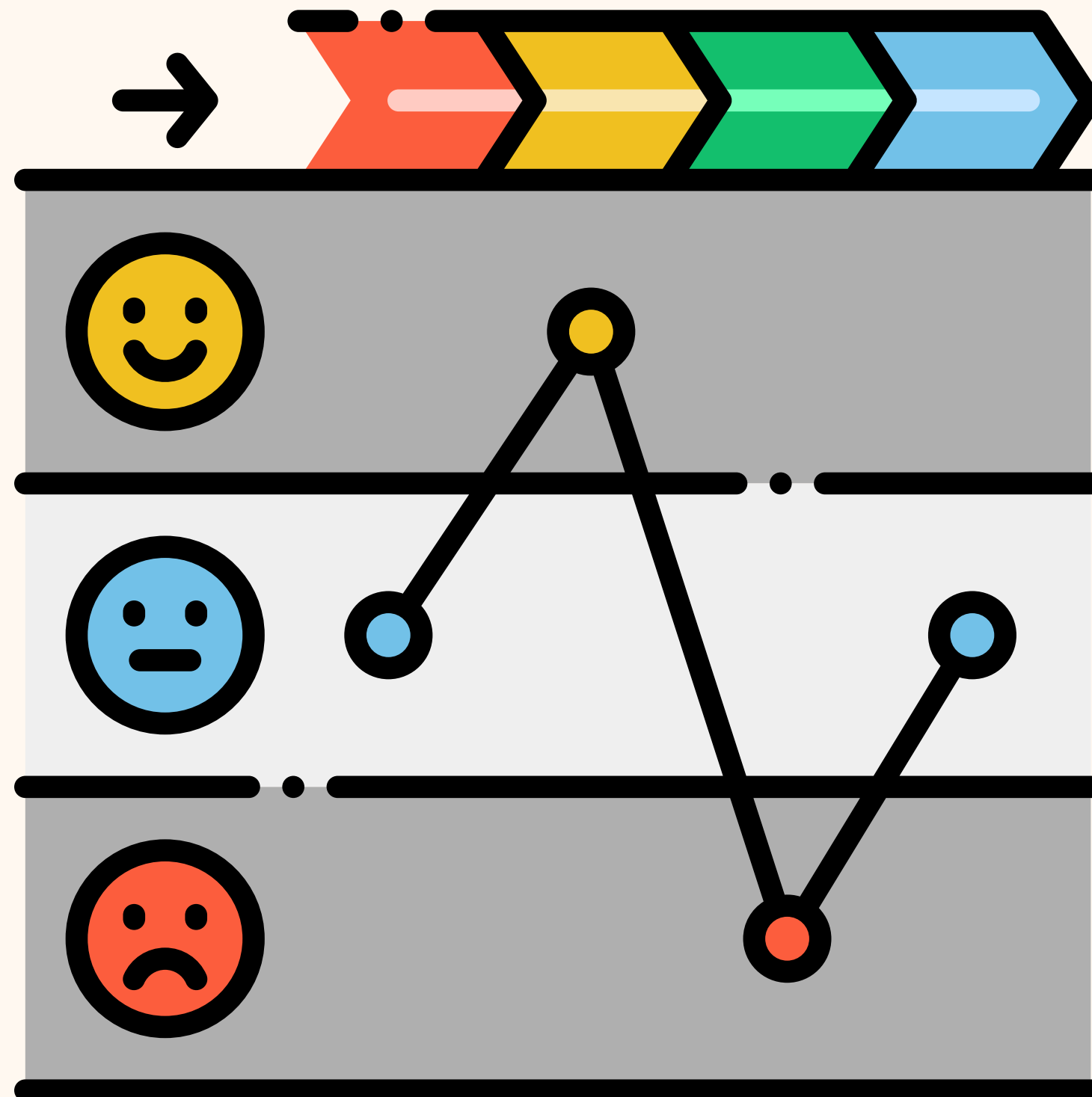


Persona 2

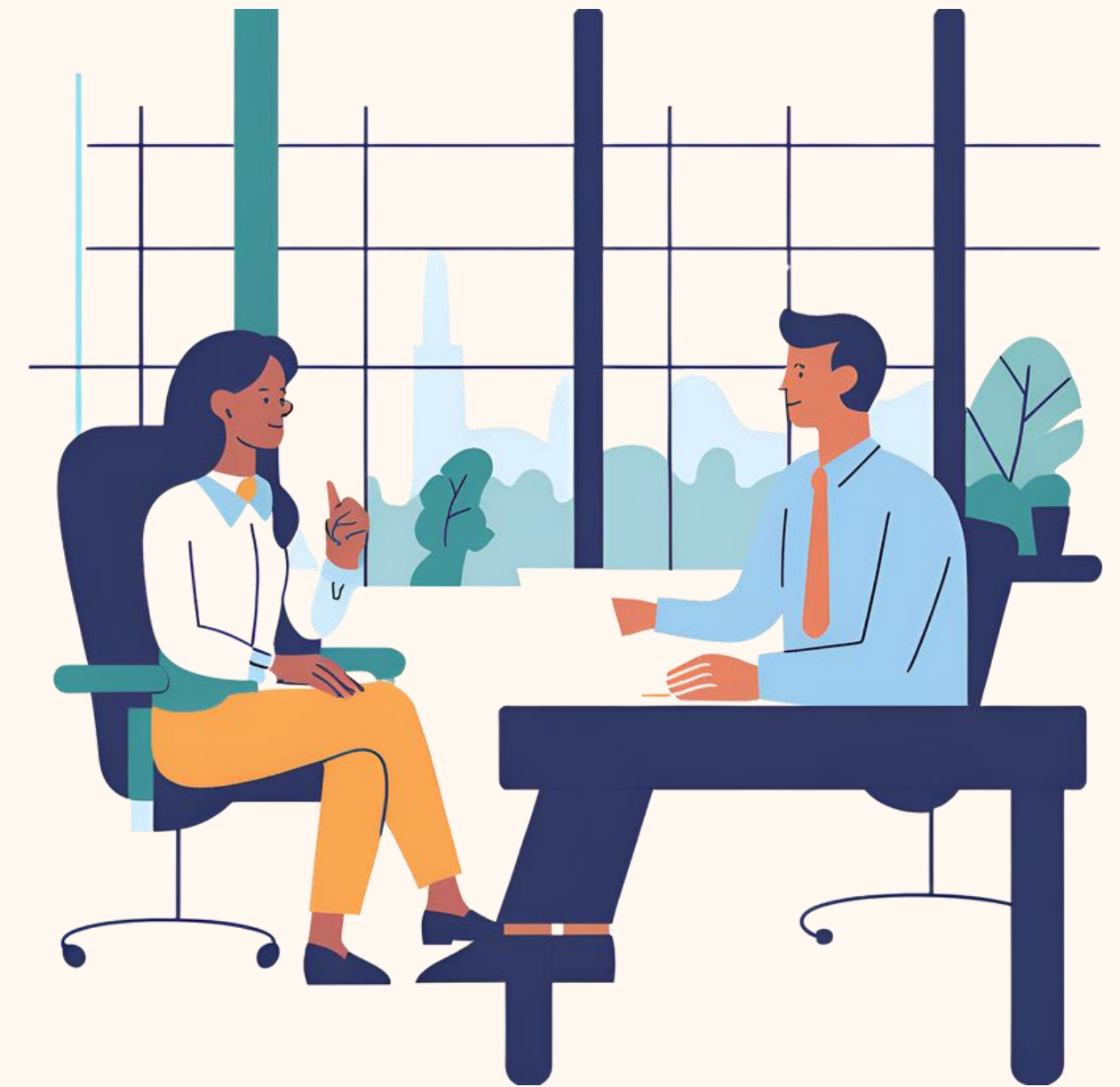
PERSONA 1



HIGHS AND LOWS



EMPATHETIC LENS

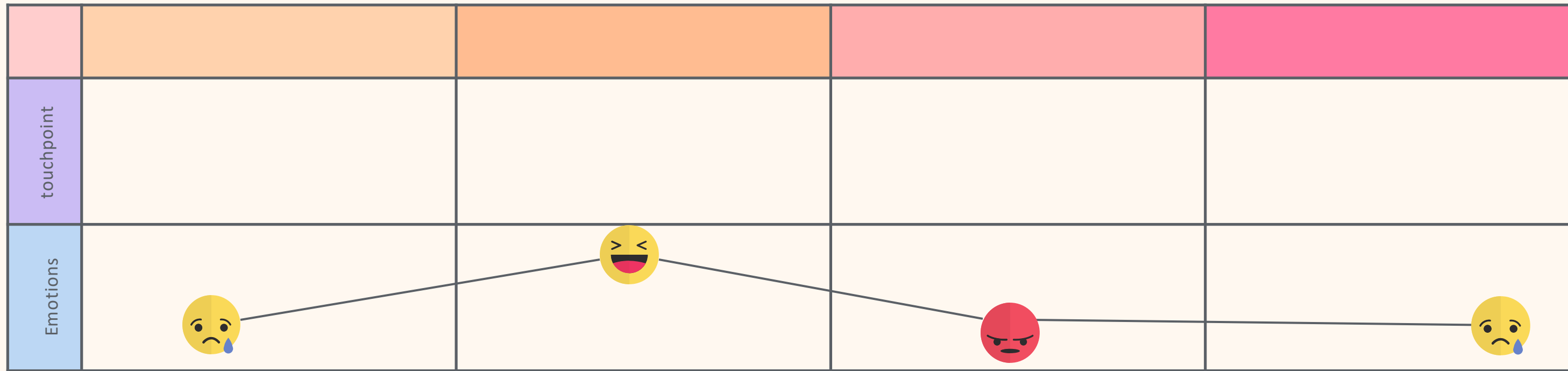


CULTURAL AWARENESS

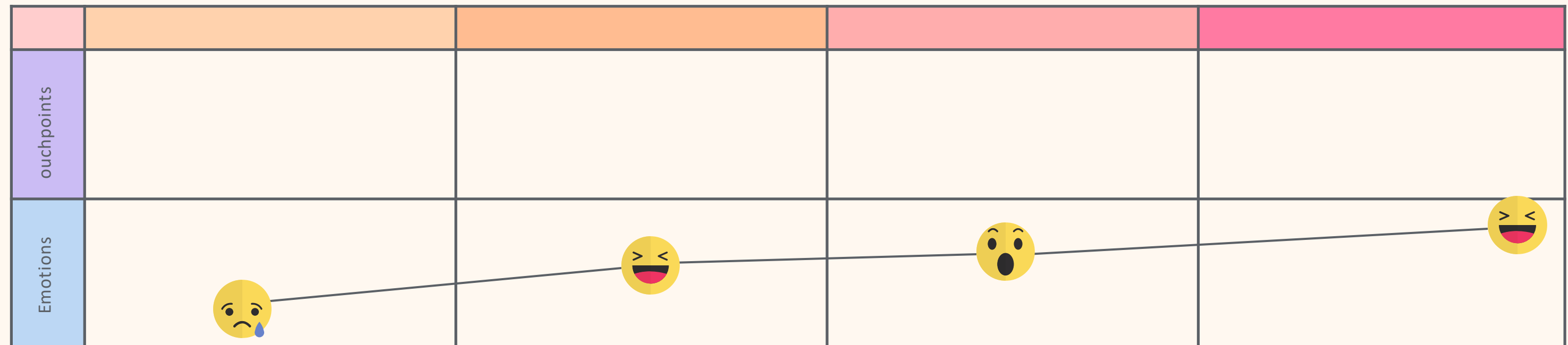


CONTINUOUS IMPROVEMENT

2023



2024



CRASH COURSE

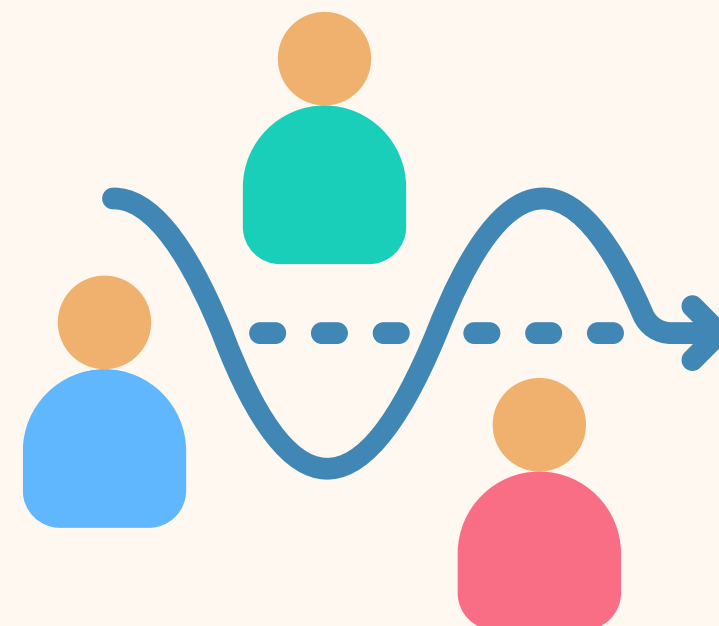
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2



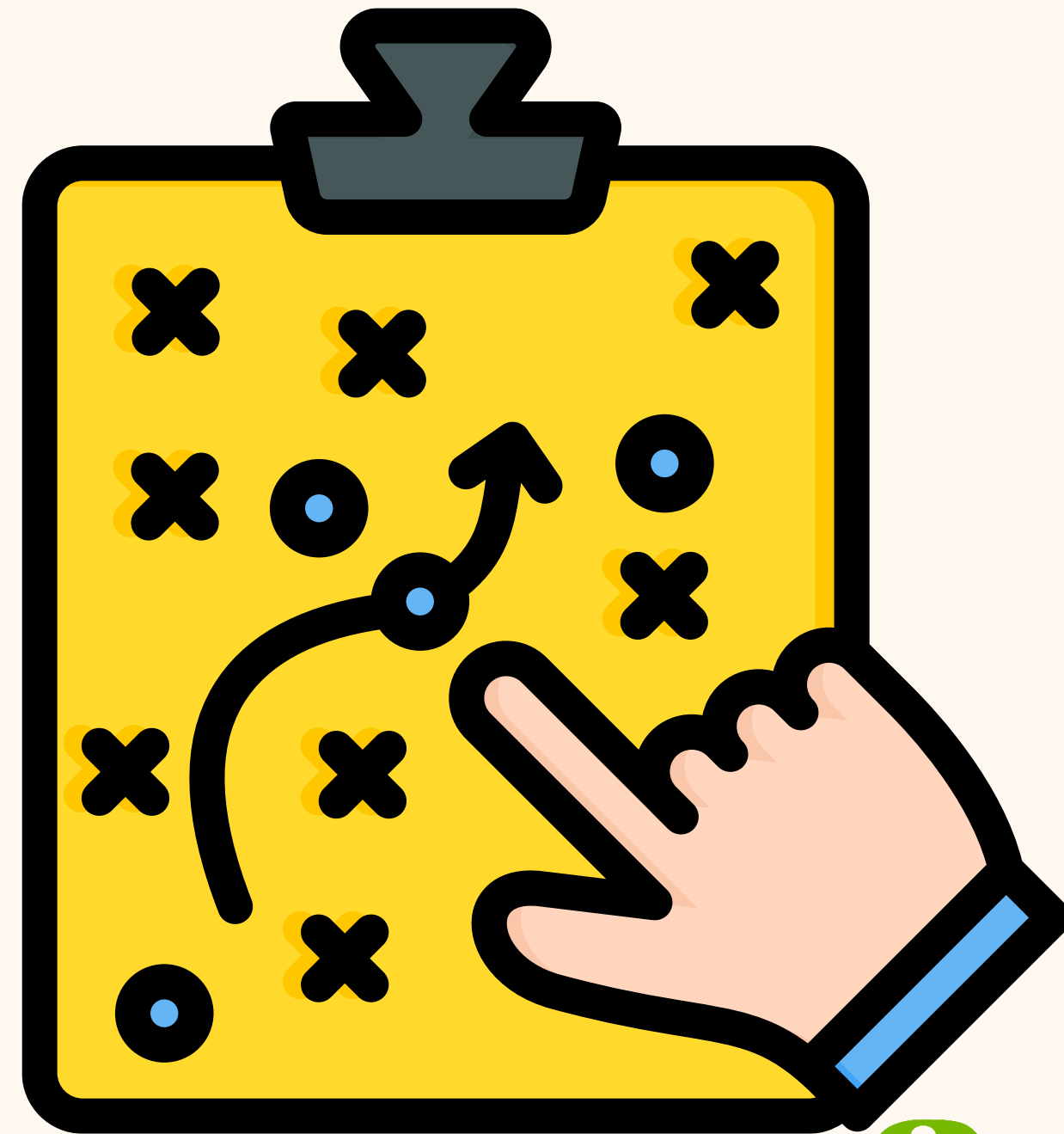
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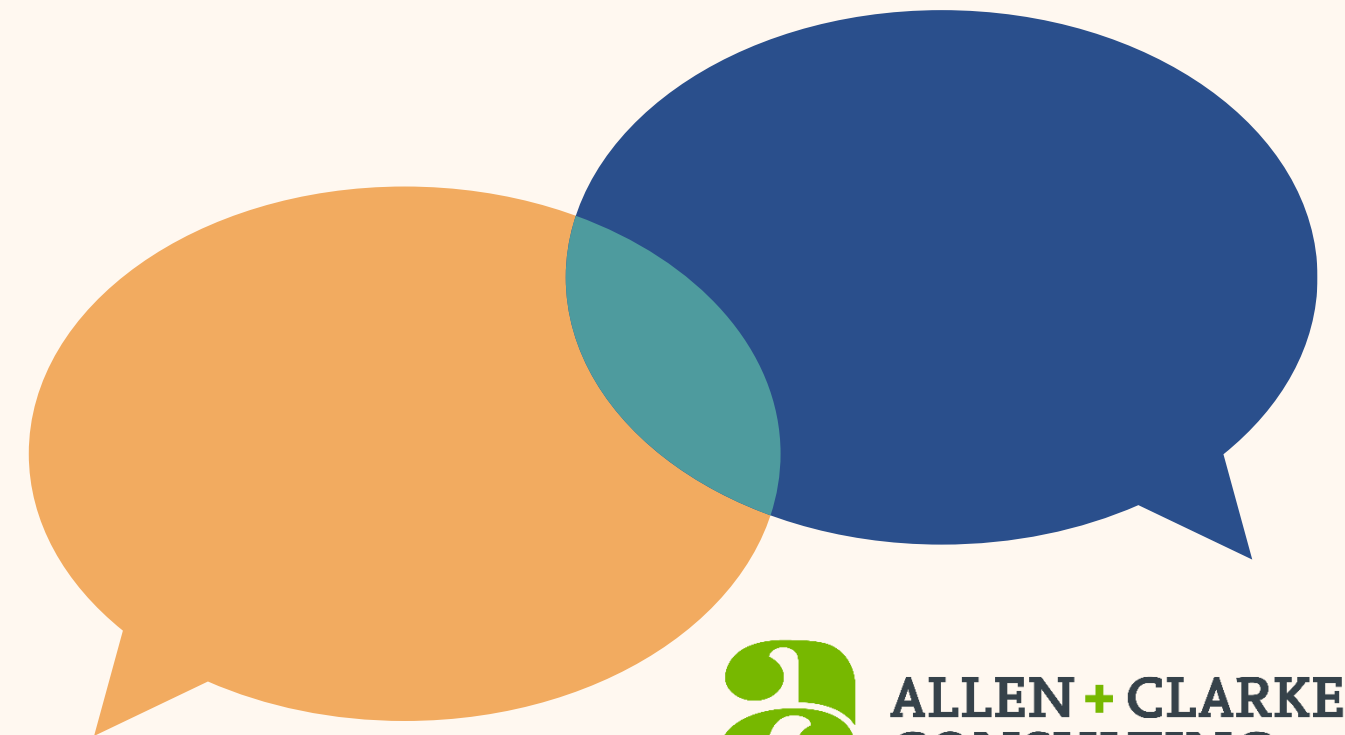


4



ACTIONABLE INSIGHTS







CUSTOMER



Goals

Pain points

Expectations

JOURNEY

1 2 3

Consideration

- Thinking
- Feeling
- Doing
- Touchpoints

10 11 12

Post-purchase

- Thinking
- Feeling
- Doing
- Touchpoints

4 5 6

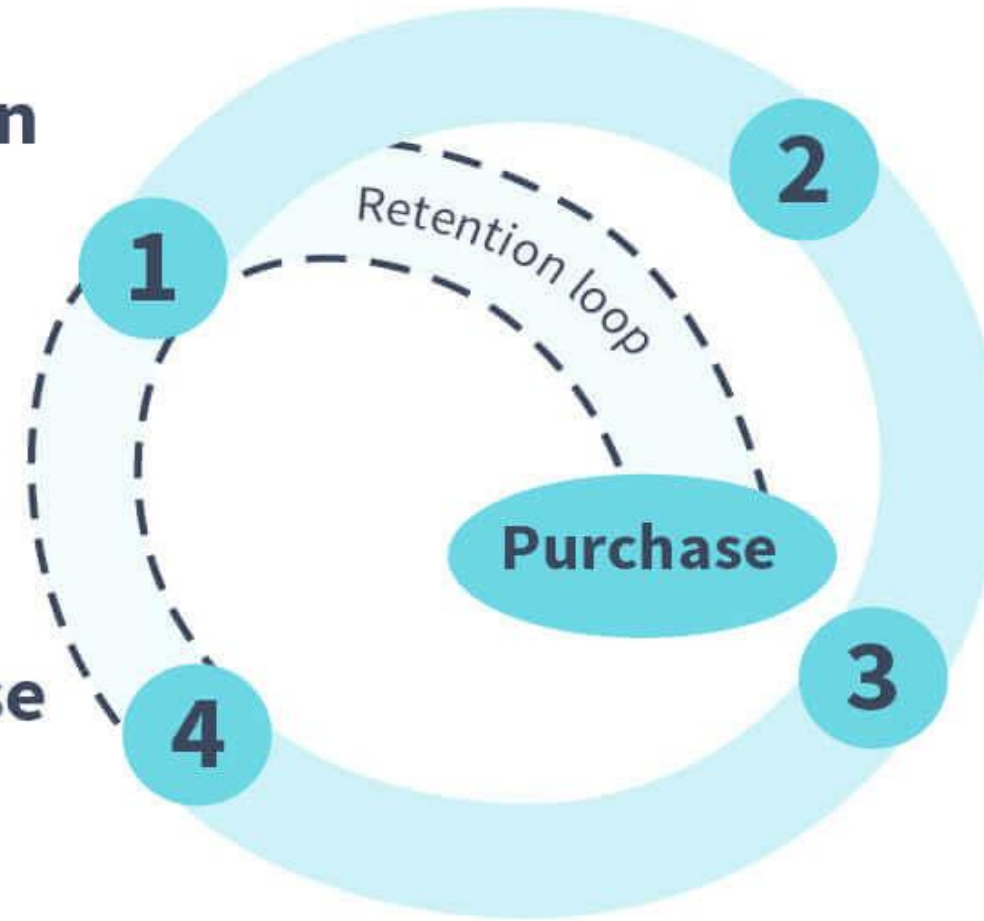
Evaluation

- Thinking
- Feeling
- Doing
- Touchpoints

7 8 9

Closure

- Thinking
- Feeling
- Doing
- Touchpoints

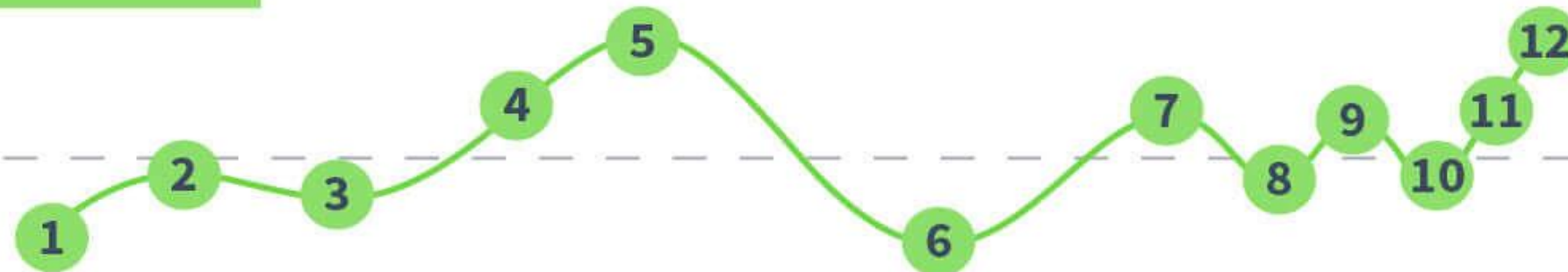


EXPERIENCE

Touchpoints

Positive

Negative



INSIGHTS

Consideration opportunities

Evaluation opportunities

Closure opportunities

Post-purchase opportunities
