

Karaleise

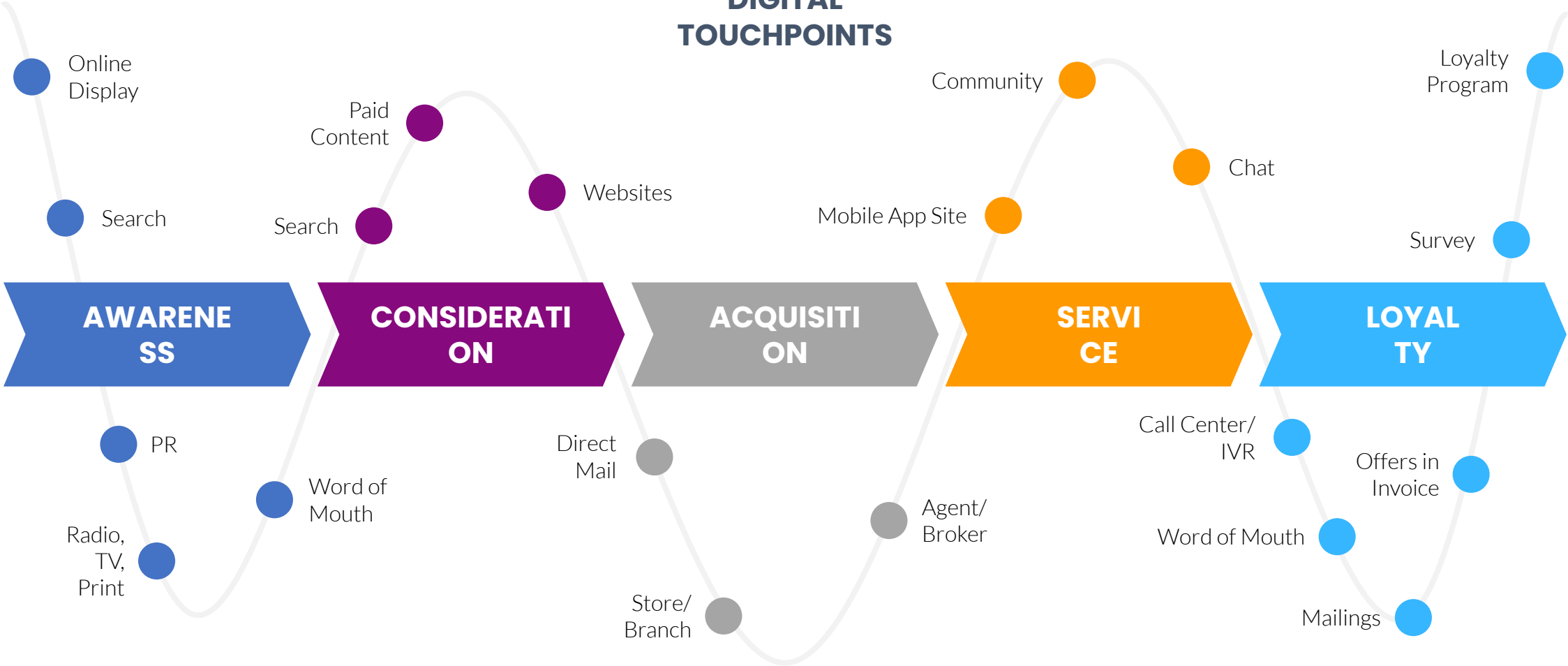
USER JOURNEY MAP

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MAP



**ALICE
RICHARDSON**

SCENARIO

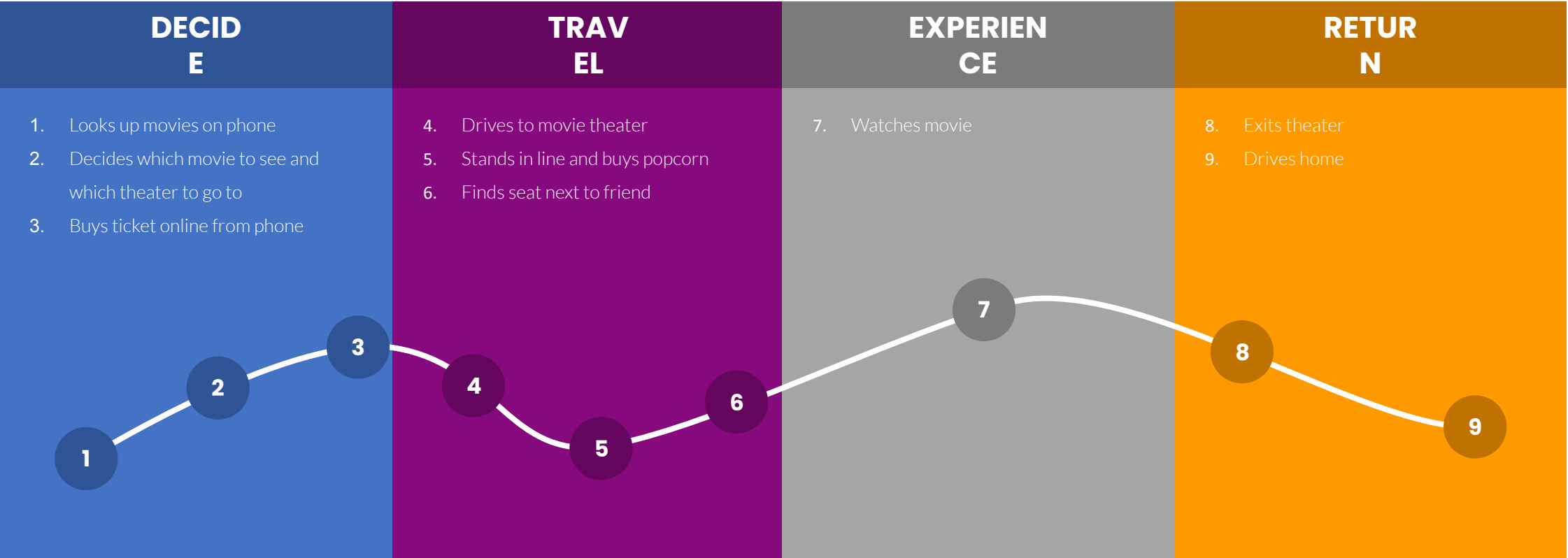
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Alice is going to the movies. She is excited to go out for the night and will meet her friend at the theater.

EXPECTATIONS

NS

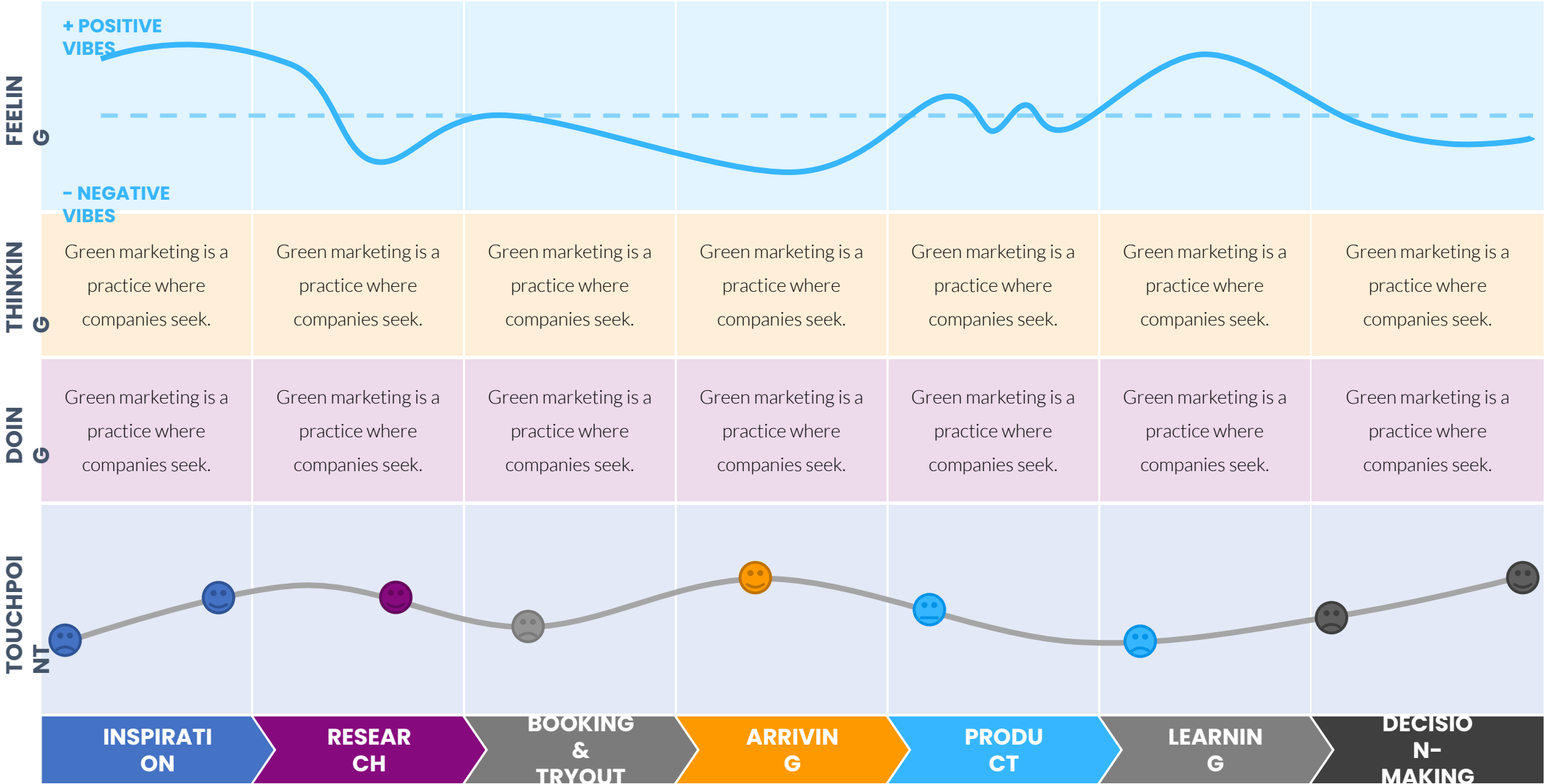
Great movie, Friendly staff, Good seat.



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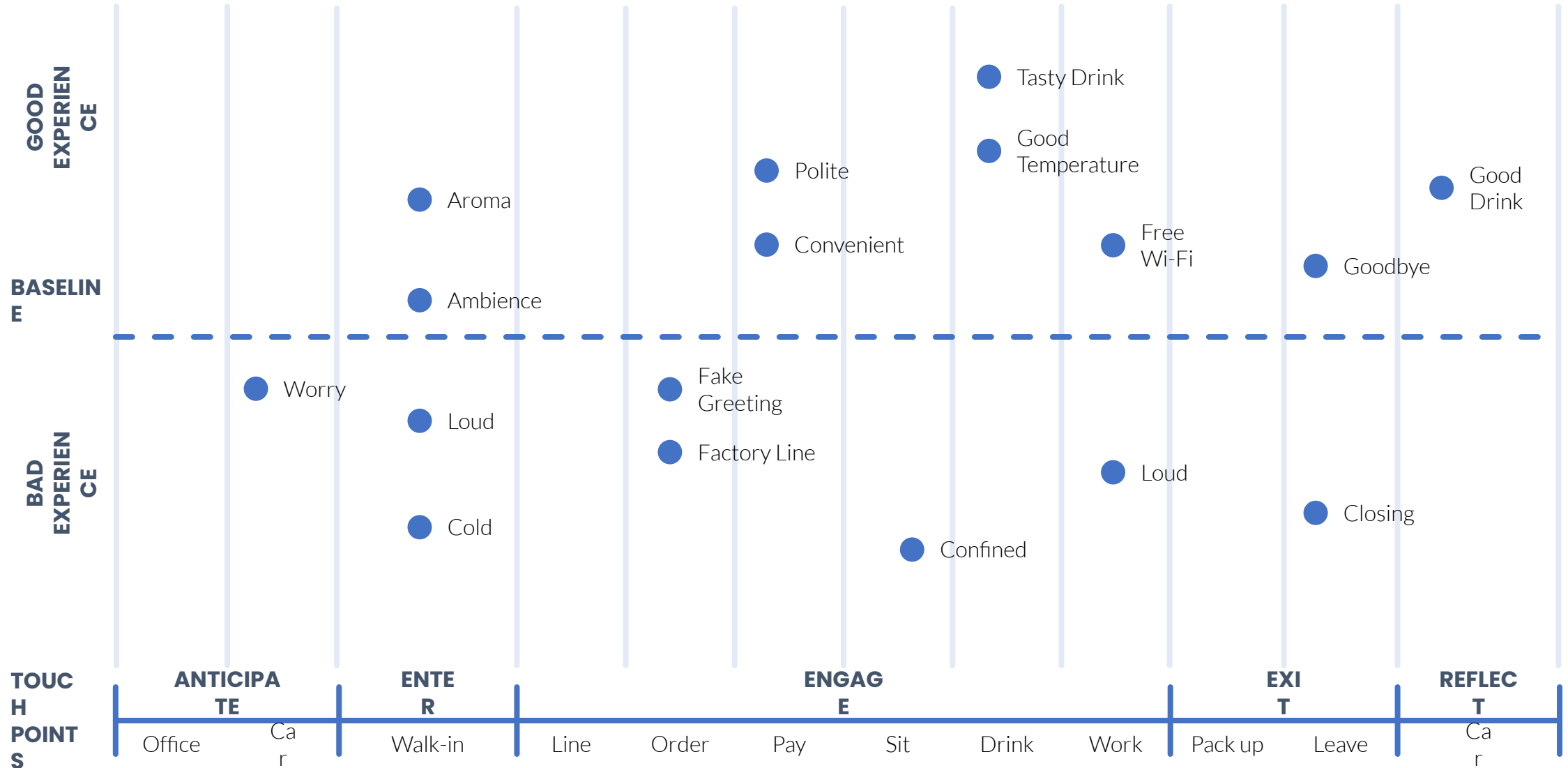
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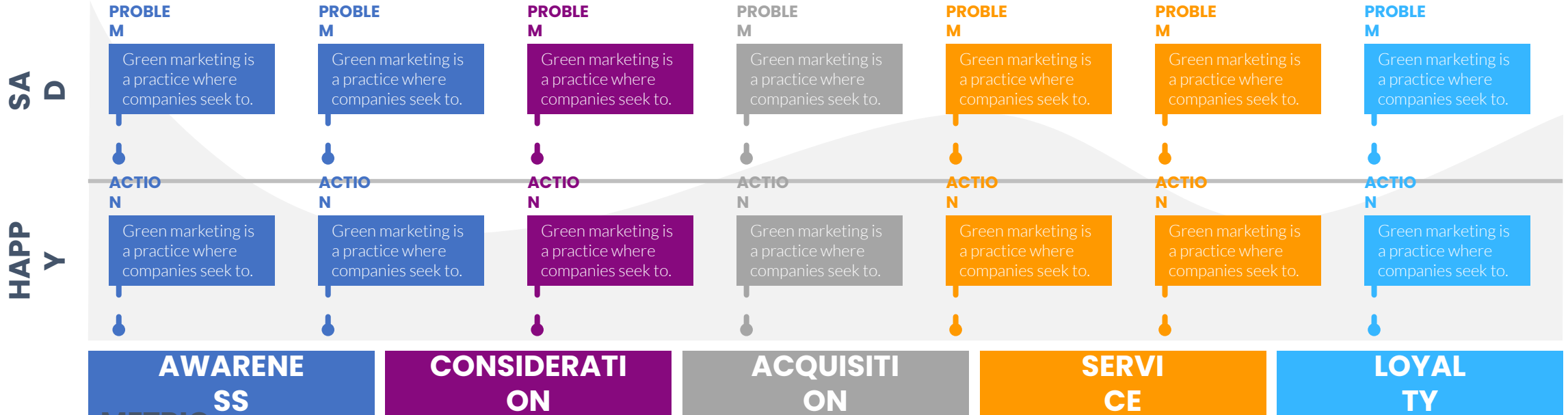
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METRICS

Green marketing is a practice whereby companies seek to go above and

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OPPORTUNITIES

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