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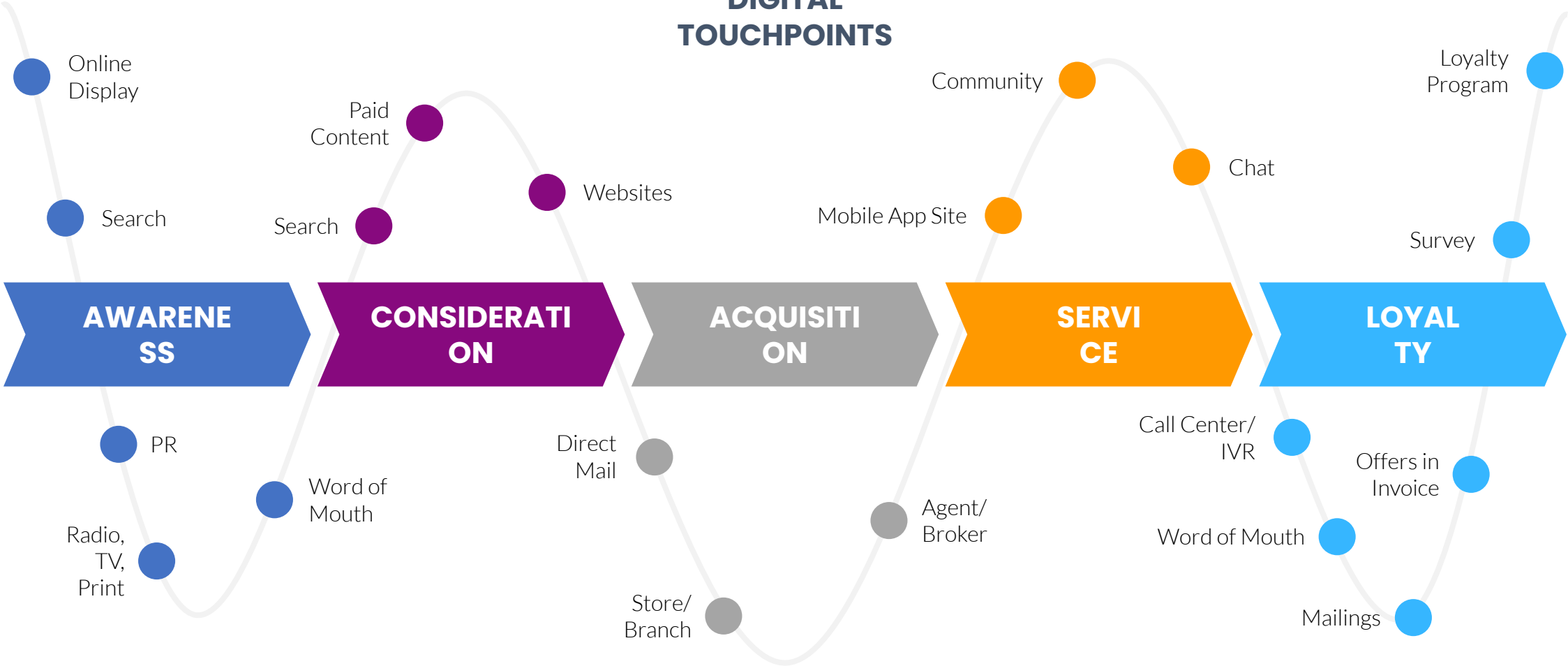
# USER JOURNEY MAP

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# USER JOURNEY

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## MAP DIGITAL TOUCHPOINTS



## PHYSICAL TOUCHPOINTS

# USER JOURNEY

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## MAP



**ALICE  
RICHARDSON**

### SCENARIO

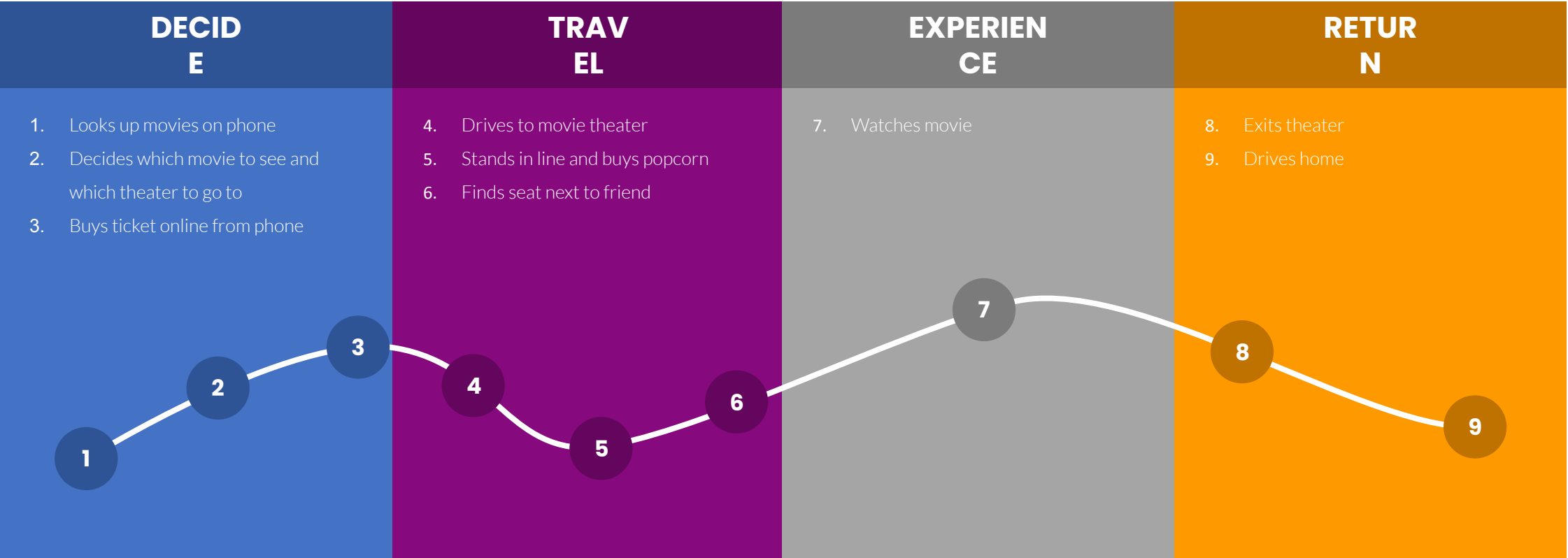
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Alice is going to the movies. She is excited to go out for the night and will meet her friend at the theater.

### EXPECTATIONS

NS

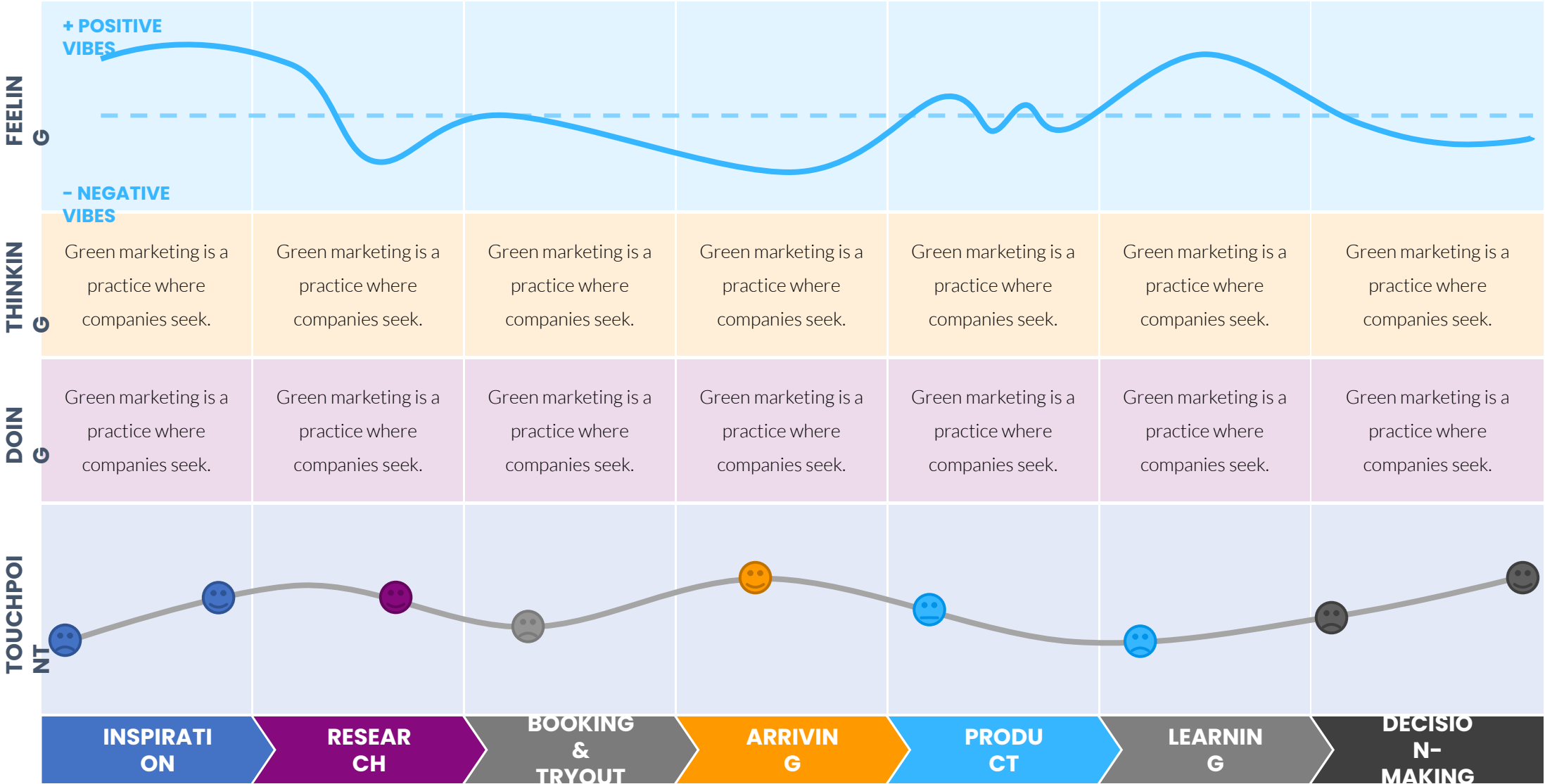
Great movie, Friendly staff, Good seat.



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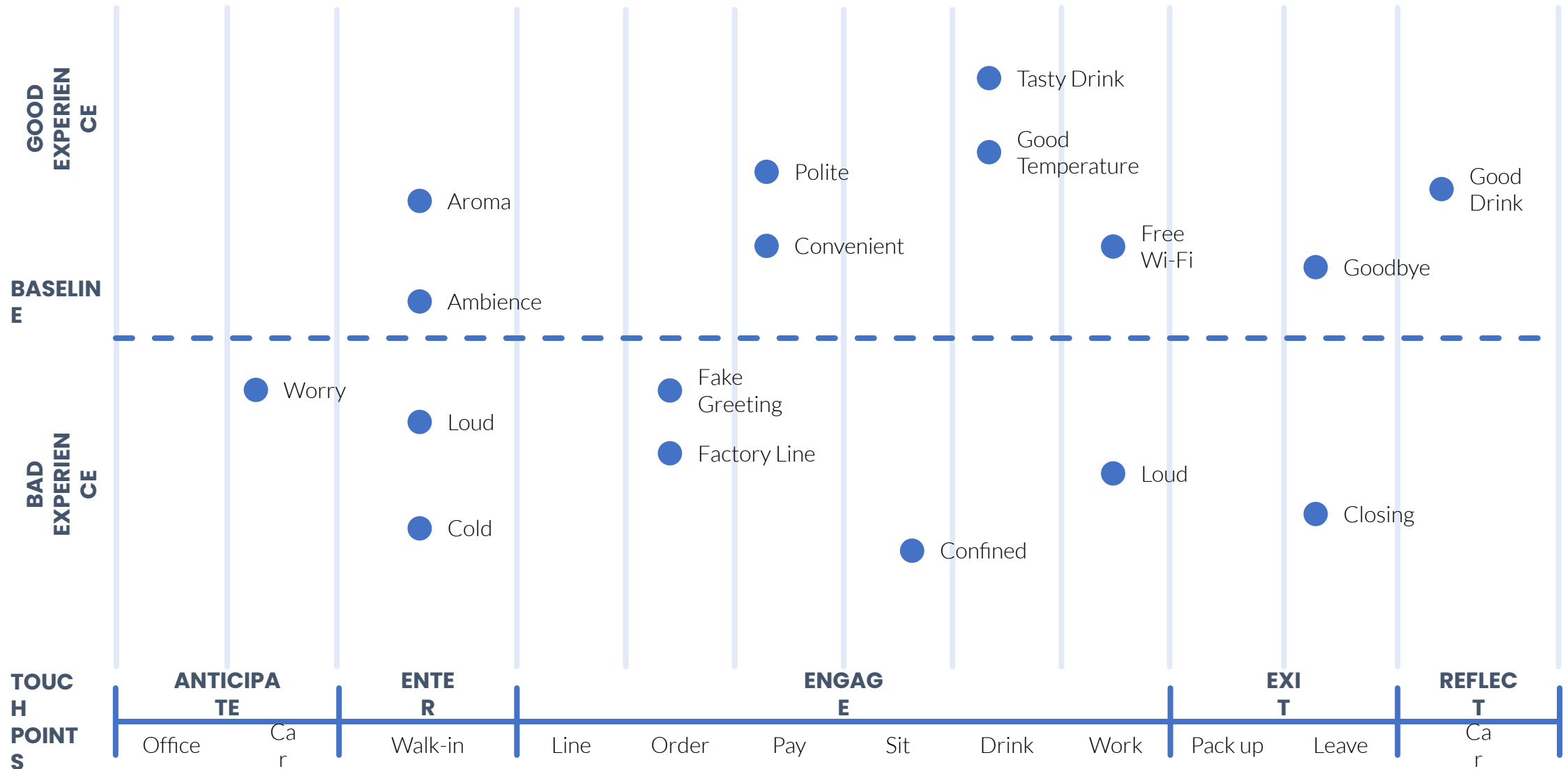
## MAP



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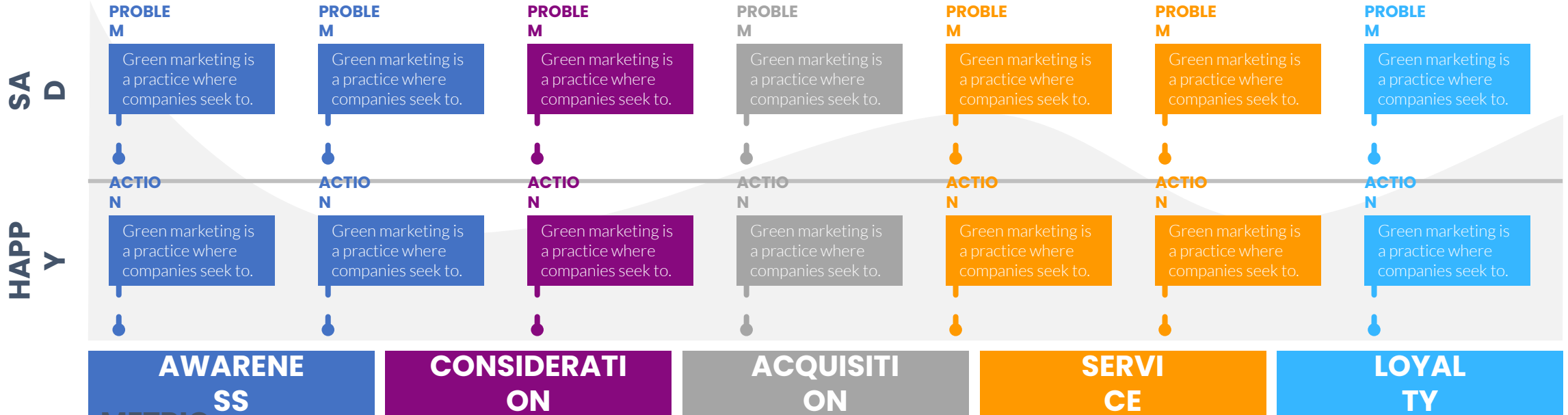
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## MAP



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## METRICS

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

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## OPPORTUNITIES

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

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