

JOURNEY MAP LABELS



**Critical
Point**

**How does
this
work?**

**Frustrated
with the
tool?**

CONFUSED

**Don't
waste
time**

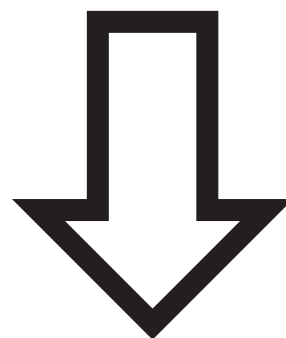
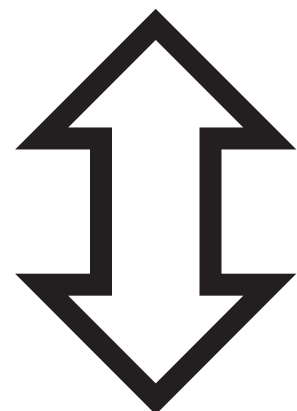
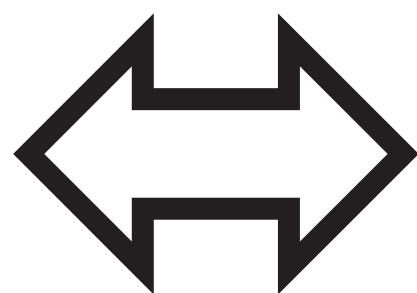
**Mixed
Feedback**

**Pain
Point**

**Explore
this!**

**Prototype
needed**

**Need to
evaluate
this**



**HOW CAN I
IMPROVE
THIS?**

