Engagement Experience Map

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	AWARENESS	CONSIDERATION	CONVERSION	LOYALTY	ADVOCACY
PROCESS — High Level Experience	How do we help people become aware of our product?	What is going on in the human brain? How might we address these needs?	How might we make this experience easy to get them into the product?	How might we make this experience delightful to get them to advocate?	How might we make the experience simple to get the word out?
	Social Media Word of Mouth Other Promo (digital or non-digital) Home Page Landing Page	What is it? How does it work? What do I get out of it? What does it cost? What's the story behind it? Who is involved?	Try Buy Usage	Buy again Buy more Usage	Promote Usage
EMPATHY — Human Thoughts, Feelings, Needs					
ANALYSIS — What we currently do...					
INNOVATION — What if...					
Artificial Intelligence — How AI can help					