

 EU·macs	PRE-SERVICE	TOUCHPOINT 1	TOUCHPOINT 2	TOUCHPOINT 3
“ ” ... USER THOUGHTS				
GOAL				
ACTION: TOUCHPOINT				



PRE-SERVICE

TOUCHPOINT 1

TOUCHPOINT 2

TOUCHPOINT 3

“ ”
...
USER THOUGHTS

GOAL

ACTION:
TOUCHPOINT

 EU·macs	TOUCHPOINT 4	TOUCHPOINT 5	TOUCHPOINT 6	TOUCHPOINT 7
“ ” ... USER THOUGHTS				
GOAL				
ACTION: TOUCHPOINT				



TOUCHPOINT 4

TOUCHPOINT 5

TOUCHPOINT 6

TOUCHPOINT 7

“ ”
...
USER THOUGHTS

GOAL

ACTION:
TOUCHPOINT



PRE-SERVICE

TOUCHPOINT 1

TOUCHPOINT 2

TOUCHPOINT 3

POSITIVE: GAINS

NEGATIVE: PAINS

MOOD CHART



	TOUCHPOINT 4	TOUCHPOINT 5	TOUCHPOINT 6	TOUCHPOINT 7
POSITIVE: GAINS				
NEGATIVE: PAINS				
MOOD CHART   				