

Customer Map

Who

Who is this for?



Context

What is the context?

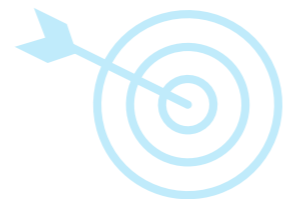


Outcomes

What are the target outcomes?

Measure

How will you measure them?



Barriers

What prevents them from reaching their outcomes?



Enablers

What could help them reach their outcomes?



Constraints

Are any constraints/limitations?



Insights

What did you learn?

