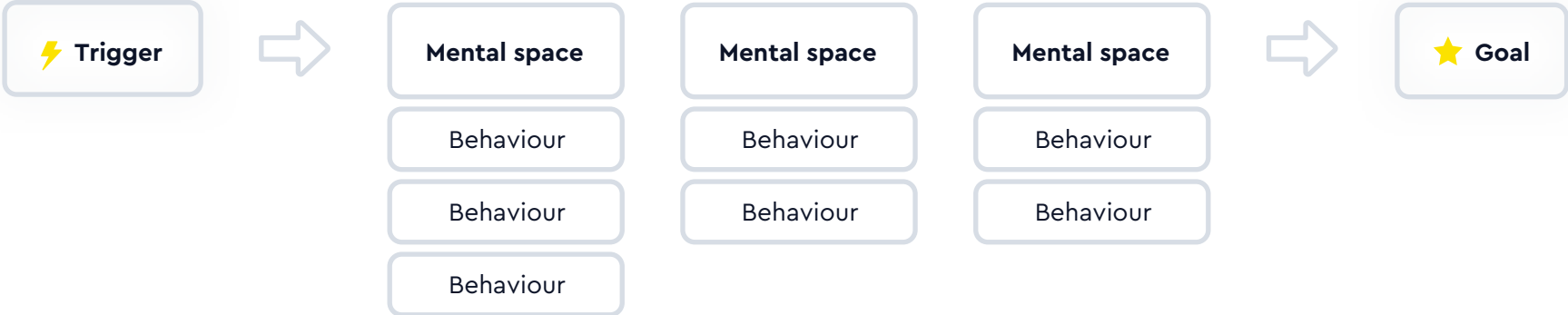


Mental model mapping



Doing

Thinking

Feeling

Pain points/Friction

Business opportunities

Solution
(pages/features/content)