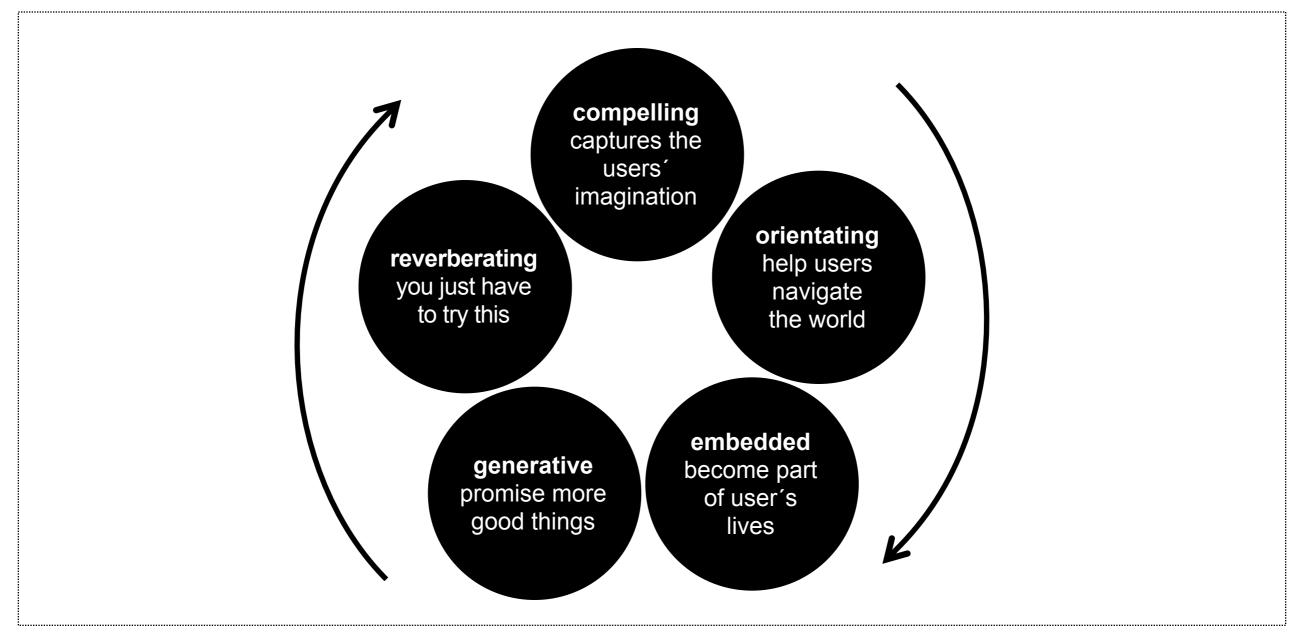
Experience Cycle

Important steps towards creating an engaging customer experience.



Source: Dubberly, Evenson 2008