

STAGE	AWARENESS	RESEARCH & PLANNING	EVALUATION & DECISION	ADVOCACY
DOING What actions are they taking?				
THINKING What are their questions?				
FEELING Why do they care?				
THEIR GOALS What are they trying to accomplish?				
METRIC / KPI What will we measure to know it is working?				
BARRIERS What is slowing them down?				
ORGANIZATION GOAL What is our goal?				
OPPORTUNITIES What are ways to enhance the experience or to help them overcome barriers?				
TOUCHPOINTS Where do they primarily interact?				