Stages	AQUIRE			USE				EXTEND		
	AWARENESS	RESEARCH	PURCHASE	START OF WORKS	TRAINING	UTILIZATION	RESULTS	UPDATES	MAINTENANCE	RECOMMANDATIONS
Actions **What** the user has to do to succede the stage (AQUIRE / USE / EXTEND)										
Motivations **Why** the user wants to do the action & get to the next stage ?										
Perception **How** the user feels about the action he had to do ?										
Touch points										
Front office										
Back office										
	EXPECTATIONS			EXPERIENCE				SATISFACTION		