## **FEATURE NAME JOURNEY**







Roll

Roll



Roll



Roll





Rachel meets with staff to plan the rest of the day  5/5 100% Quotes:  "Subject line is very generic and doesn't oler to to the sensitive nature."  "Not sympathetic"  Task 2  Task 3  Task 4  Task 5  Task 6  Task 6  Task 7  Task 8  Task 9  Task 9  Task 9  Task 10  Task 9  Task 10  Task 9  Task 9  Task 9  Task 10	Task 11  Task 12  5/5 100%  Quotes  Quotes
Quotes: Examples  "Subject line is very generic and doesn't alert to the sensitive nature."  Quotes: Quotes: Quotes	
Quotes: Examples  "Subject line is very generic and doesn't alert to the sensitive nature."  Quotes: Quotes: Quotes	Quotes Quotes
generic and doesn't alert to the sensitive nature."	
*Not sympathetic"	
"Stress continuous, rigorous quality control"	
"Put MSE contact first"	
	<b>©</b>
AECTORS OF THE COLORS OF THE C	
CONTENT CONTEN	INTERACTION
Personalize Add HCP name. Make it about the clinician. Stress Quality Control.  VISUAL Suggestion Suggestion Longer description  Longer description  VISUAL Suggestion Suggestion Longer description  Nonger description	Suggestion  Longer description