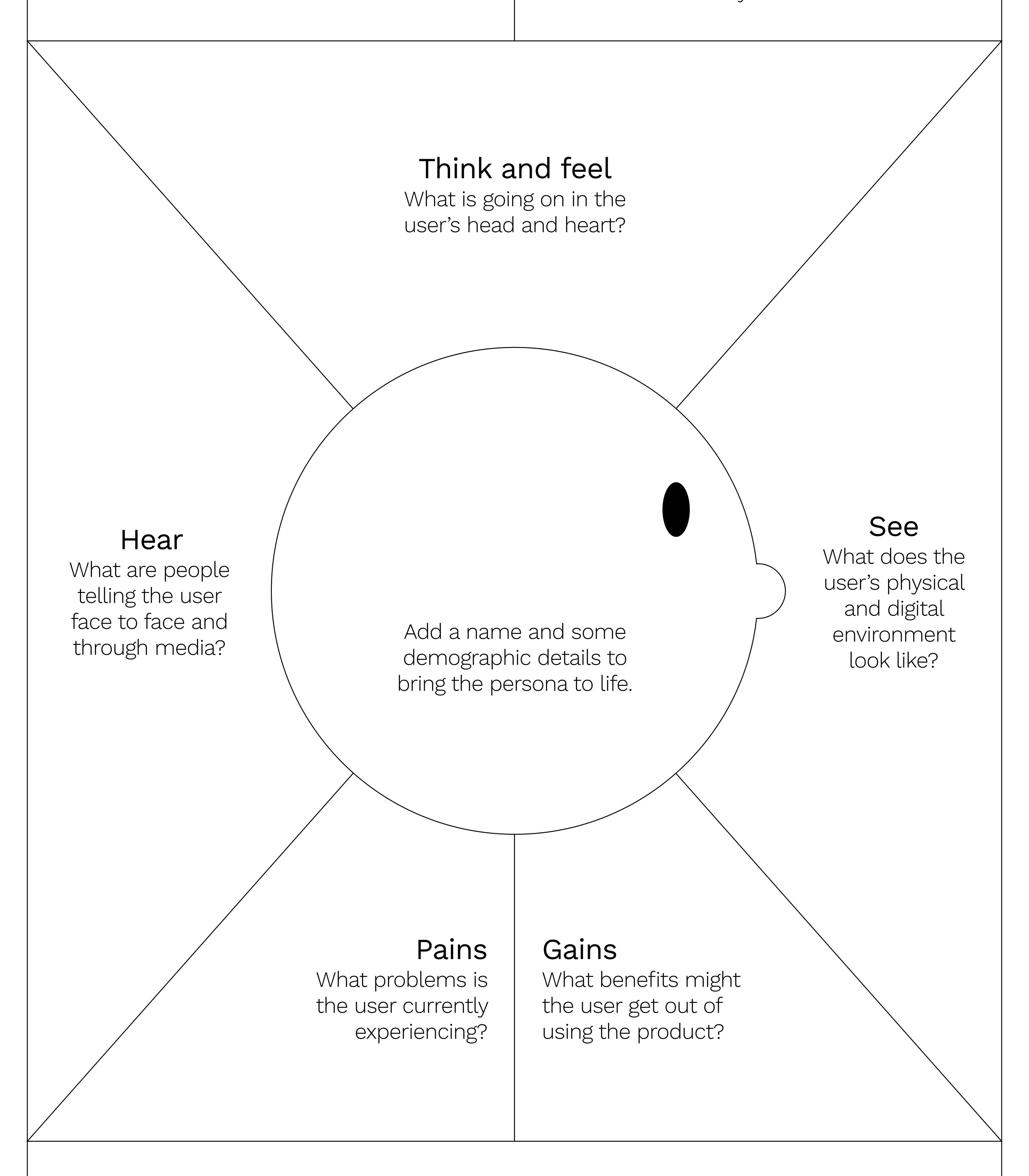
Engagement challenge

Describe what observable user behaviour the business would like to see.

Business goals

Describe the things the business is trying to achieve and why these are of value.



Engagement gap

Compare the ideal future situation to the current situation. What user behaviour is missing?