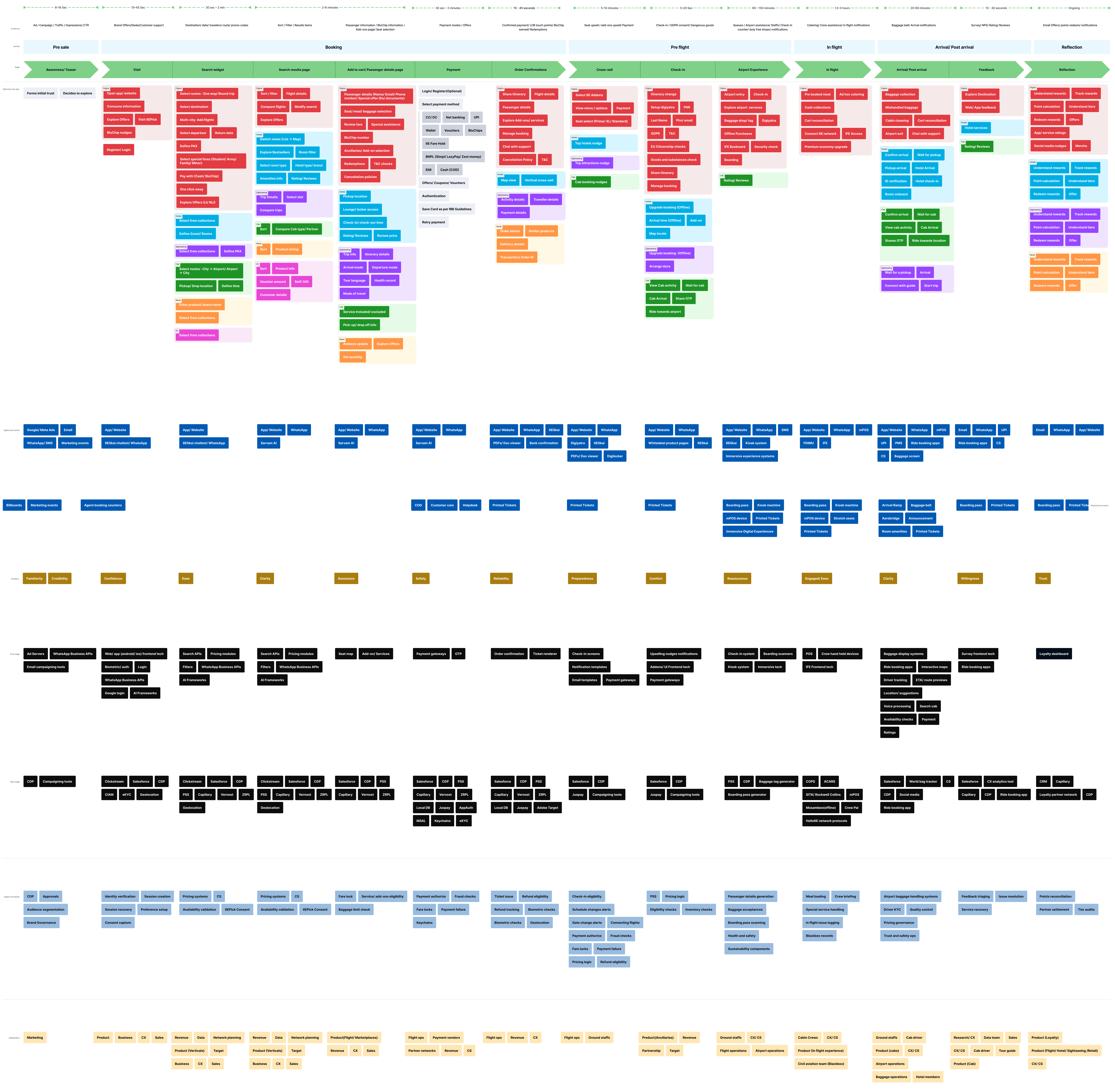User Journey map 2.0 (Updated)