



Motivated Molly

Age 53
Occupation Paralegal
Family Single parent of two teenagers

MOTIVATION

Molly has put this off long enough. Her back pain has started to interfere with her lifestyle, and it's time to get it taken care of.

MEMORABLE QUOTE

"My back isn't going to keep me from doing what I want to do—I'll beat this thing."

LEGEND

- Touch Point/Interaction
- OR Either/Or Scenario
- Critical Phase
- Molly's Route
- - - Alternate Route Based on Moment of Truth
- ♥ Moment of Truth A critical interaction that determines whether the member continues with their journey.
- ! Friction Point An interaction that reduces member engagement.

