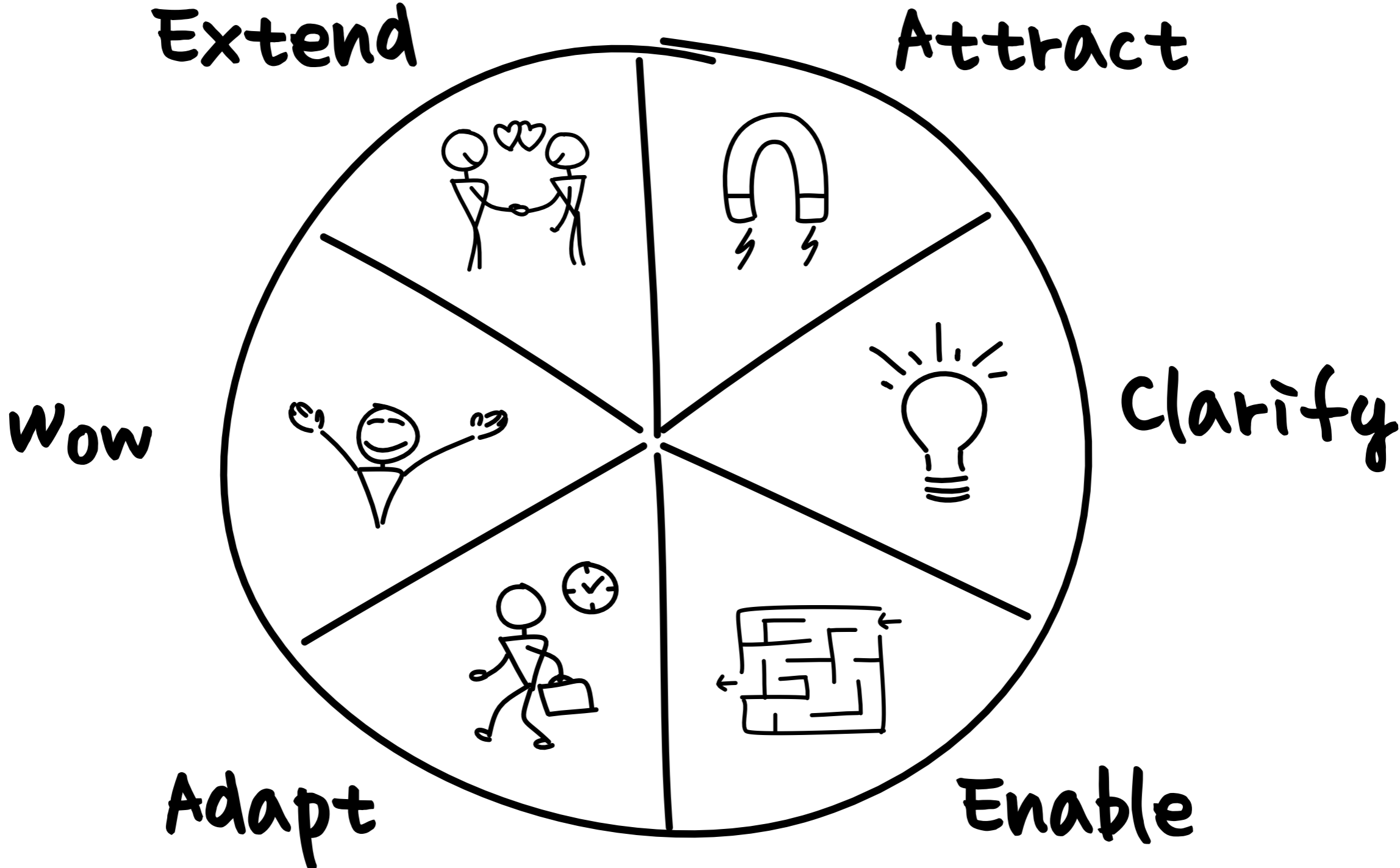


# The ACEAWE Experience Model

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# Attract

Who are you attracting?

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What are they searching for?

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Where are they searching?

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# Clarify

What problem are you solving?

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How are you solving this problem?

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What is expected from the user?

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# Enable

Where will the user start?

---

How do we eliminate friction and obstacles?

---

Where will the user finish?

---

---

# Adapt

Where is the user during the day?

---

How is the user accessing your service?

---

How do you fit into the user's daily pattern?

---

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# Wow

What do you know about the users?

---

How can you learn about the users?

---

How can you provide more than expected?

---

---

# Extend

What tools help the users promote you?

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How are you getting feedback from users?

---

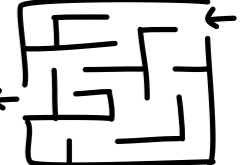
How are you getting feedback from users?

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Attract 

Clarify 

Enable 

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Adapt 

Wow 

Extend 

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## Extend

## Attract

## Wow

## Clarify

## Adapt

## Enable

