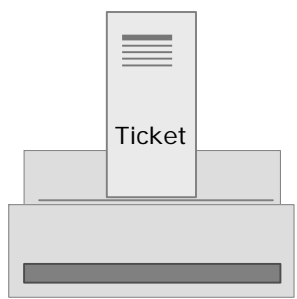


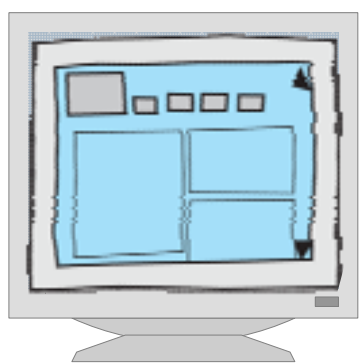
Form Goal
(need to buy a ticket)

The Way A Customer Thinks
... need to fly to a conference

Goal Achieved

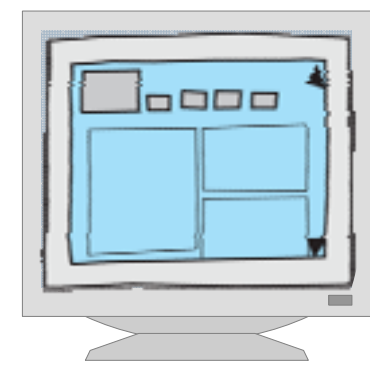


Print



Purchase

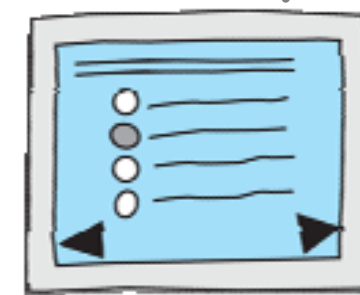
Attempt to Find Ticket



Go to travel website



Search for flight



Select flight



Refine search



Select flight

Evaluate Actions

Yes

Did I achieve my goal?

No

Am I closer to my goal?

No

Are my actions working?

No

USER BAIL

Yes