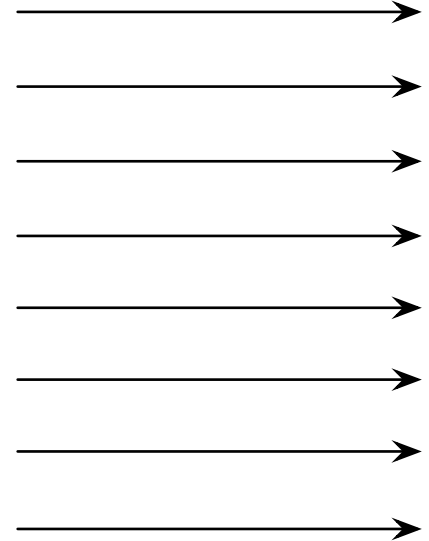
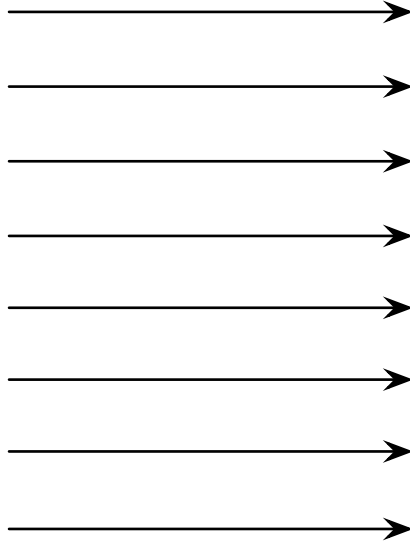


User Goals

Business Goals

Inward Paths

Outward Paths



Core Content / Functionality

Supporting Information

Trigger Words

Elements of the Core

Call to Action
