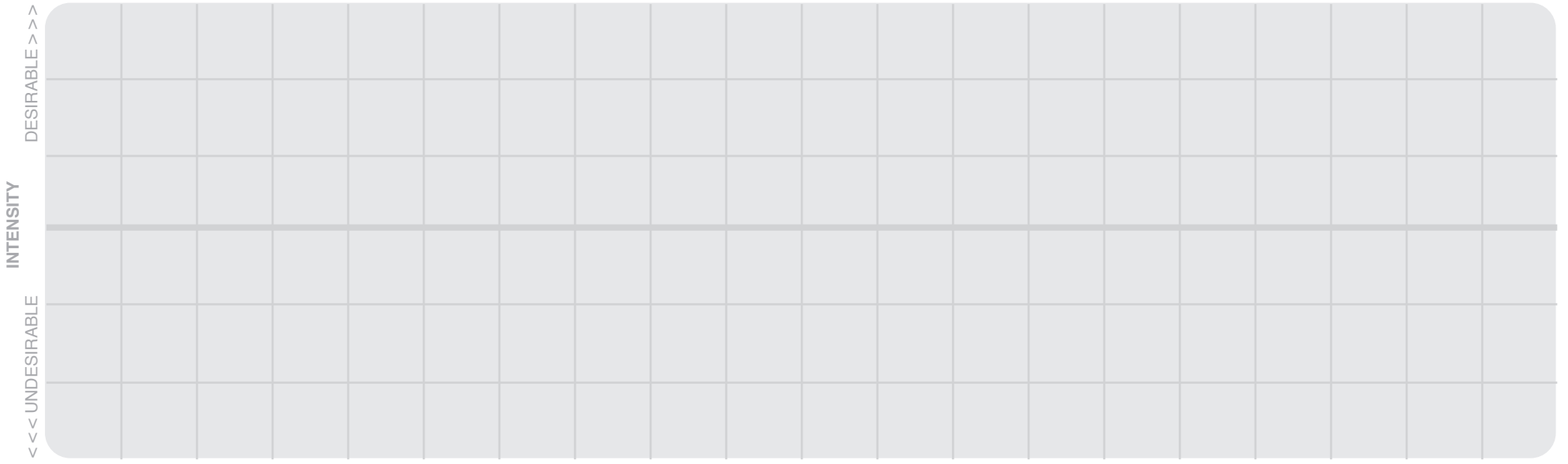


WAVELINE TEMPLATE

PROJECT: _____ PERSONA/ACTOR: _____

TASK: _____



TIME >>>

INITIATION (EXPECTATIONS)

ENGAGEMENT

CONCLUDE/REFLECT

CONTINUATION (REPEAT)

STATE OF MIND (CONTEXT):

TOUCHPOINT ECOSYSTEM: PRODUCT, SERVICE, EVENT, PLACE/ENVIRONMENT

MEDIA: SOCIAL, ETC?

LOCATION

FEELING

BEHAVIOR

OPPORTUNITY

TRIGGERS: **VISUAL** (COLOR, TYPE, LAYOUT, IMAGE, PATTERN, SYMBOLS), **AUDIO, AROMA, TASTE, TOUCH, CONCEPT, NAME, PRICE, ETC.**

BACKSTAGE:

AGENT

ACTION/RESPONSE: