

BUILT FOR USE

Driving Profitability Through the User Experience

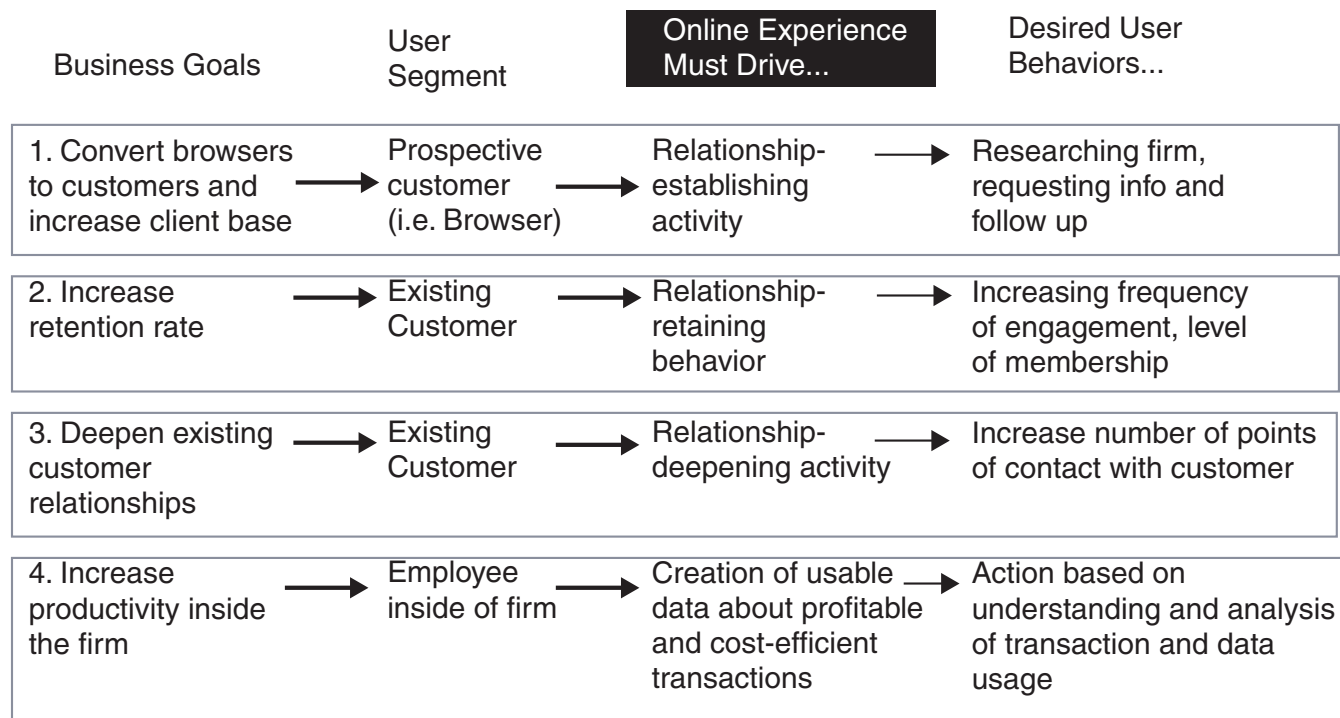
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APPLIANCE
MOBILE
TRANSACTION
BROADBAND
EMPATHY
TRUST
EXPERIENCE

Relationship between business goals and user behaviors in user experience



The online user experience must drive desired actions and behaviors of all user segments, for the purpose of satisfying business goals.