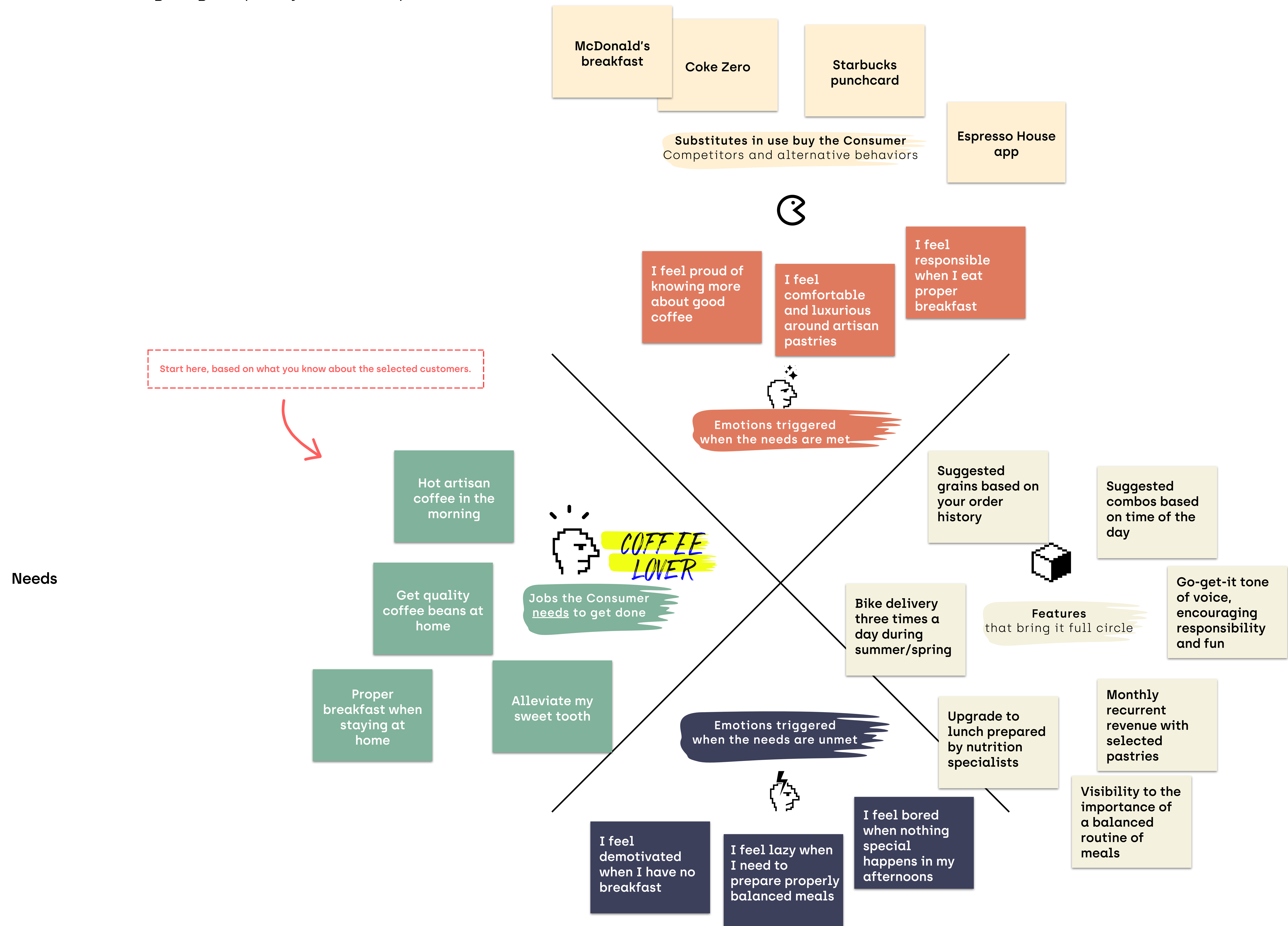


Essential Experience Canvas

Cutting to the chase and designing empathy-based experiences



Client: **CAFE CHAIN EXPANDING TO DIGITAL**
Target audience: **COFFEE LOVERS LIVING NEARBY PHYSICAL STORES**