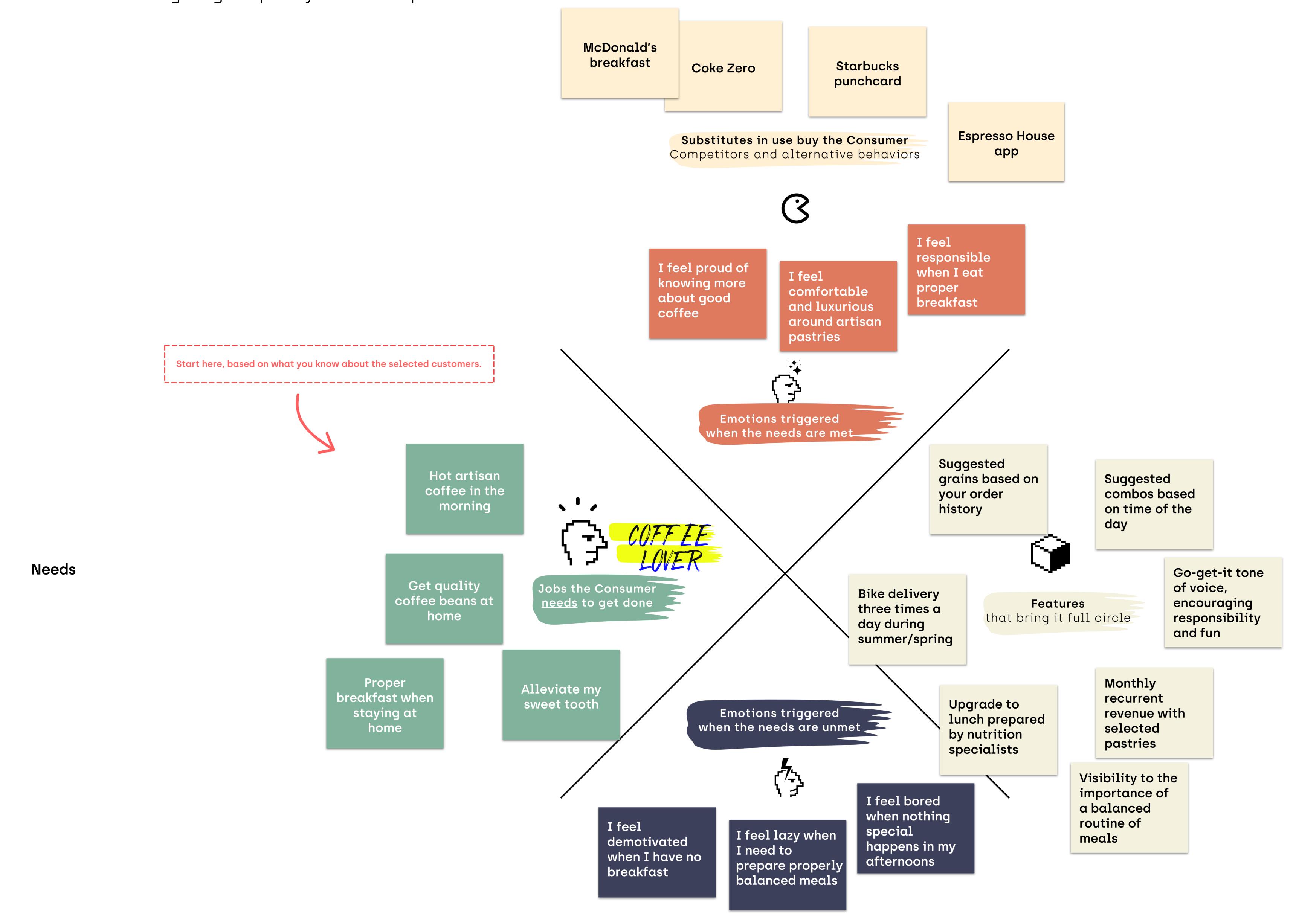


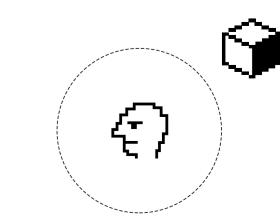
SÉRGIO TAVARES, <u>Ph.D.</u> DESIGNER / RESEARCHER

Essential Experience Canvas

Cutting to the chase and designing empathy-based experiences



**Alignment**Customer—Corporate—Features



Client: CAFE CHAIN EXPANDING TO DIGITAL

Target audience: COFFEE LOVERS LIVING NEARBY PHYSICAL STORES