

User goals

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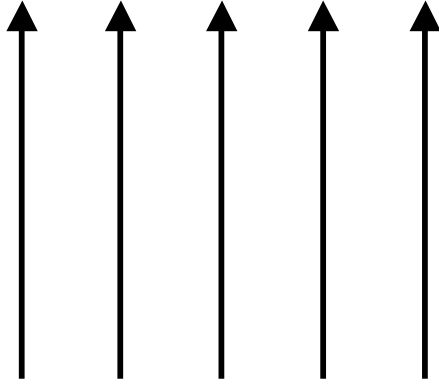
Business Goals

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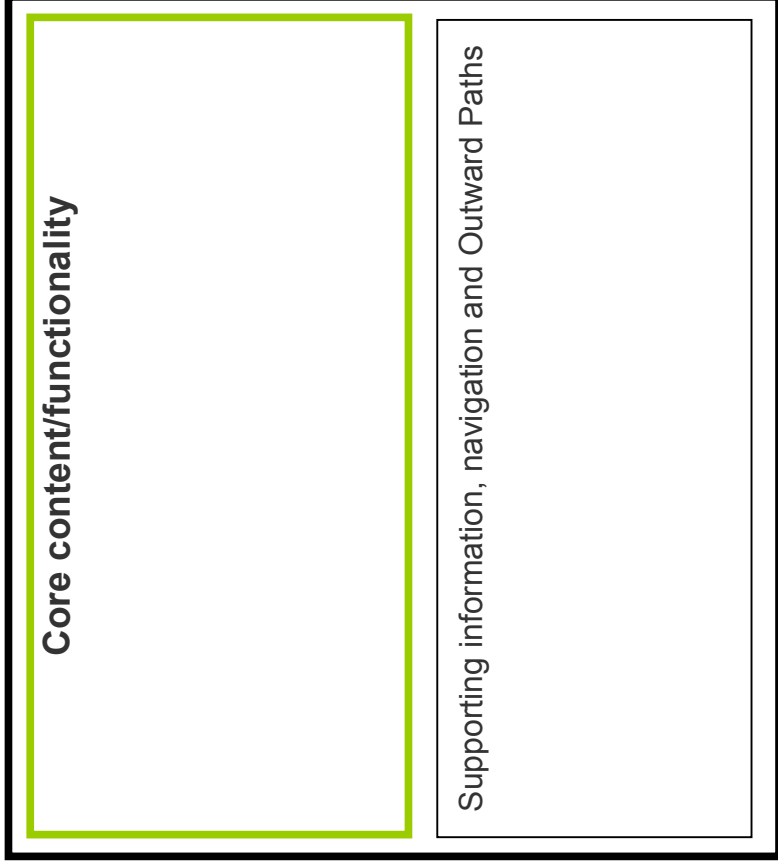
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Inward Paths

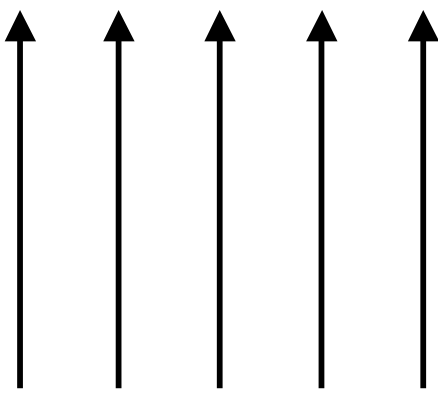


Core content/functionality



Supporting information, navigation and Outward Paths

Outward Paths



Trigger words

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Core elements

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Calls to action

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