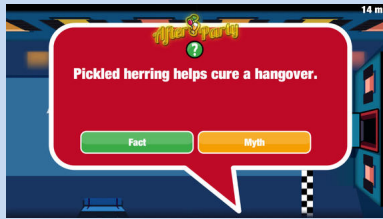


## After Party Game



The After Party game is an educational and fun game for mobile phones. The target group are casual gamers, young adults and new drivers. Because they are pretty mobile by using public transport or bikes and cars, they often use their smart phones to play.

*"I love to play simple games like Temple Run a lot" – potential player*

*"I rarely read brochures, guides or manuals." – potential player*

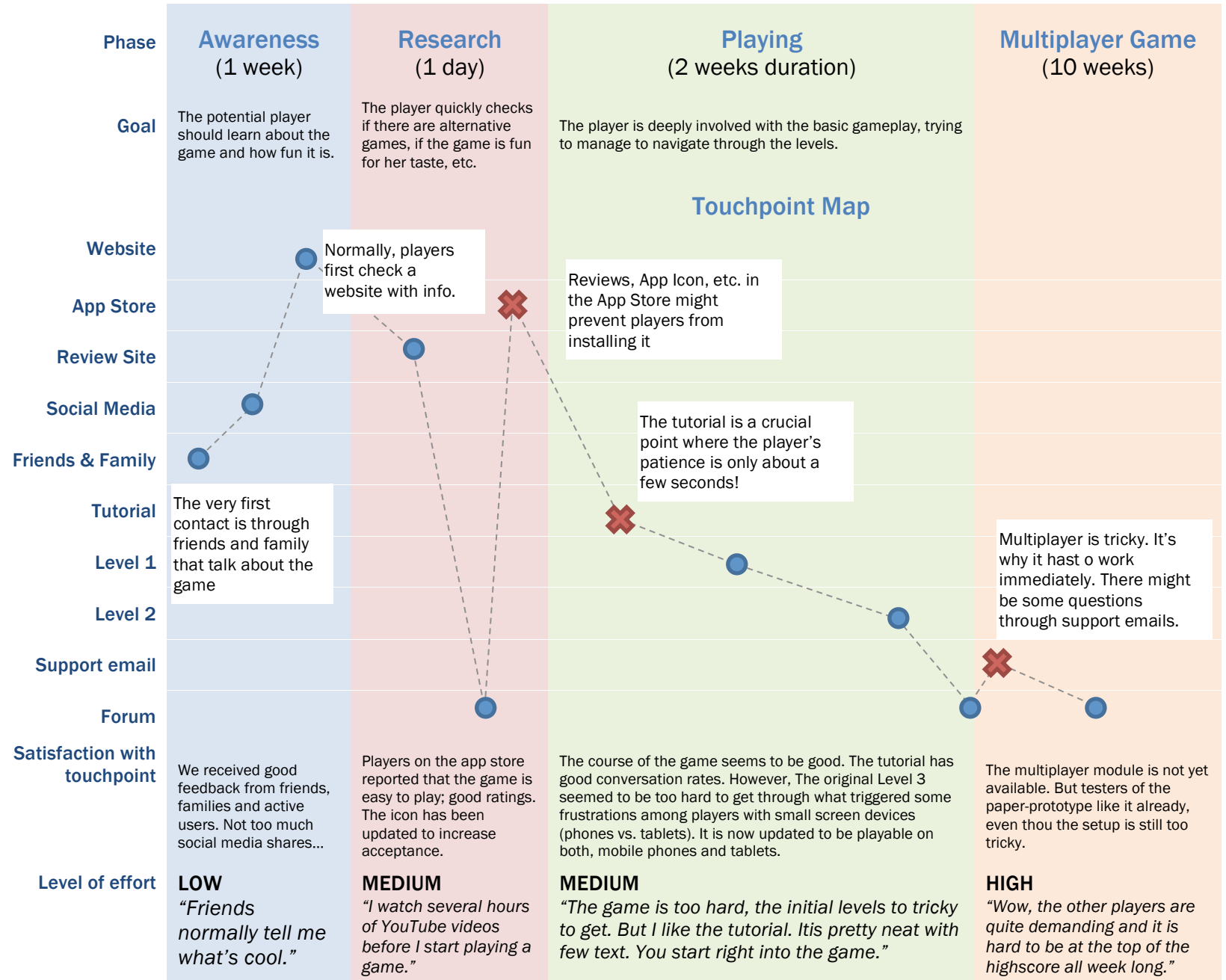
● Touch point

✗ Moment of Truth (critical)

This Customer Experience Journey Map has been created by game studio Gbanga Millform AG



## After Party Customer Journey Map



### Touchpoint Map